

EDMONTON, ALBERTA—*Alberta's Oldest Newspaper*—MONDAY, JULY 15, 1929



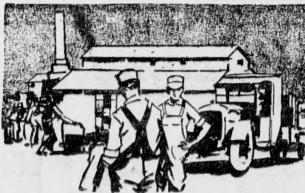
NATURAL GAS



is a
community
builder



increases
property
values



it draws
industries

Hand in Hand with Progress "Natural Gas" is the Great Modern Servant of Home and Industry

Public utility services are closely linked with the growth and progress of the modern community, and Natural Gas, perhaps, serves more intimately than any other public utility.

To the home, Natural Gas has brought immeasurable comforts and conveniences . . . in home management it is the tireless servant every hour of the day and night. Natural Gas is being used today in a steadily increasing number of Edmonton homes for cooking, for house heating, for water heating and for refrigeration.

Because of its advantages in the home, Natural Gas has an important bearing on home building and home planning. It is a community builder. Nobody wants to buy a home or rent one unless Natural Gas Service is available. No home is modern without Natural Gas Service.

And so, where the Natural Gas mains go, property becomes more desirable, new homes are built, property values go up.

In modern industrial progress Natural Gas is serving in a multiplicity of ways where heat is required. From the gas flame in the bakers oven to the searing tongue of blue-white flame which boils the water for heating of large buildings, Natural Gas plays an important role in the development of Edmonton. There is no smoke . . . no disagreeable odors . . . no fuel to be stored and handled. New industries, too, are attracted to those cities which enjoy the advantages of Natural Gas Service.



... piped from
the wells to
your home

In Edmonton Natural Gas Service has been consistently developed with the object of giving the best possible service. We must not only keep abreast of Edmonton's increasing population — her building program — her industrial expansion, but we must plan ahead of Edmonton's march of progress that we may be ready to serve the Edmonton of tomorrow.

NORTHWESTERN UTILITIES LIMITED

10305 Jasper Ave.

Phone 1121

Expansion

CONSUMERS

No. of consumers July 1, 1929 8996
No. of consumers July 1, 1928 8132

Increase in No. of consumers 864

CUSTOMER OWNERSHIP STOCK

No. of shares fully paid July 1, 1929 . . . 6679
No. of shares fully paid July 1, 1928 . . . 5232

Increase 1447 shares

MAIN LINE CAPACITY

Daily capacity of main line on
completion of 1929 addition 26,480,000 cu. ft.
Daily capacity July 1, 1928 22,326,000 cu. ft.

Increased capacity 4,354,000 cu. ft.

Open flow capacity of wells
1929 (estimated) 106,000,000 cu. ft.
daily

Open flow capacity of wells
1928 78,258,600

Increased daily flow 27,741,400

Extension and betterments to City Distribution
System this year approximately 7 miles.

Capital to be spent on main line, 1929 . . \$317,000.00
Capital to be spent on 3 new wells, 1929 . \$81,000.00

The Clean
Convenient
Fuel

in your home
for

Heating — Cooking
Hot Water

and for
Refrigeration



ELECTRICAL DEVELOPMENT

in

ALBERTA

and

ELECTRICAL ENGINEERS

LIMITED

Are Hand in Hand

EXPERT VENTILATING
ENGINEERS

The Best in Vertical
Transportation
in Presenting
Freight or Passenger

TURNBULL ELEVATORS

LARGE CONTRACTS
FAITHFULLY
EXECUTED

Home Wiring and
Fixtures of
Pleasing Creation

Power Will Play Big Part in Progress

Electrical Company Makes Rapid Stride As Business Grows

Keeping Pace With Modern Demand, Electrical Engineers Ltd. Started as One-man Company Sweeps Forward

A company which nine and a half years ago had one man as its total staff, now employs more than 110 men installing electrical apparatus and machinery in different parts of the province. It is Electrical Engineers, Limited, which was founded in Calgary in 1919 by G. H. Morton on his return from overseas and which has a branch in Edmonton.

G. H. Morton was formerly provincial manager of the Canadian Westinghouse company. He founded Electrical Engineers, Ltd. in Calgary in the spring of 1919 as the only member of the staff. Today they are also established in Edmonton.

Good Location

The offices and store for the Edmonton branch are located at 10165 101 street. When one enters the front door one gets the full impression of the high class electrical store and when one walks through a large amount of electrical apparatus will be found on display.

With the rapid expansion in business, the Edmonton office was opened just a year ago with Vernon Pearson in charge as branch manager. Mr. Pearson has had an extensive engineering experience and grew to join the staff of the Electrical Engineers, Ltd. was in charge of all power houses and power work for the Alberta government.

Engineering work in the Edmonton territory is supervised by F. A. Porter, who has been associated with the Electrical Engineers, Ltd. for some time.

Many Jobs

The company has already completed, or has under way, many important contracts, such as Millers Mills, Calgary; Robin Hood Mills, Ltd., Banff; The Morning Star, a new building, Calgary; T. Bolen company's store, Calgary, including not only the electrical work, but supplying and installing all the passenger and freight elevators; Canadian Bank of Commerce building, Edmonton, wiring and elevators; and the new government school, Vermilion. The company also had charge of the electrical work and installing new power house machinery for the Canadian Pacific railway, Banff. This contract at Banff alone amounted to nearly a quarter of a million dollars.

Fred Porter personally supervised the electrical contracting work. Electrical Engineers, Ltd. have completed a contract to supply new power house machinery and to install central heating system for the town of Vermilion. The power house is centrally located, and the large amount of heat that goes up into space with the exhaust steam from the power house, will be used to heat most of the buildings in Vermilion. This will mean that the people of Vermilion will purchase their steam heat measured by meter, and there will be no coal or fuel to handle, except at the power house.

Store Manager



JACK MARSHALL, JR.

store manager and sales manager of the retail division of the Electrical Engineers, Limited, Edmonton.

Supervising Work

Vernon Pearson, branch manager of the company, personally supervised the engineering details of this contract. Major Fallow, of Vermilion, who has sponsored many successful community efforts in Vermilion, traveled extensively, inquiring into the latest methods in power house and central heating systems, before awarding the contract to Electrical Engineers, Ltd.

Engineer



VERNON PEARSON, R.P.E., M.I.E.E., branch manager and engineer in charge of the Electrical Engineers, Limited, Edmonton.

tain several days of men devoting their time exclusively to electrical

Comparative Statement of Alberta's Farm Products

FIELD CROPS 1927			
	1927	1928	1929
Spring Wheat	6,165,000	10,927,000	6,165,000
Winter Wheat	82,000	2,840,000	1,000,000
All Wheat	6,247,000	13,767,000	7,165,000
Barley	2,148,000	1,111,000	44,511,000
Oats	1,000,000	1,000,000	4,000,000
Flax	12,000	3,100,000	2,410,100
Peas	17,000	21,000	220,000
Beans	1,200	22,000	54,200
Other	17,000	4,100	10,500
Total Field Crops	9,403,200	26,412,100	82,226,223
ROOT CROPS 1927			
	1927	1928	1929
Spring Potatoes	6,207,000	127,762,000	611,870,000
Winter Potatoes	1,000,000	5,000,000	1,450,000
All Potatoes	7,207,000	132,762,000	613,320,000
Cauliflower	2,343,200	48,207,000	25,338,000
Brussels Sprouts	540,000	1,442,000	2,480,000
Peas	1,100	61,000	22,000
Other	1,200	21,000	28,000
Total Root Crops	8,771,400	182,242,000	640,237,000
ROOT CROPS 1928			
	1928	1929	1930
Spring Potatoes	51,000	2,211,000	42,211,000
Winter Potatoes	1,000	5,000	40,540
All Potatoes	52,000	2,216,000	82,751,000
Cauliflower	2,343,200	48,207,000	25,338,000
Brussels Sprouts	540,000	1,442,000	2,480,000
Peas	1,100	61,000	22,000
Other	1,200	21,000	28,000
Total Root Crops	28,782	82,552,000	108,237,000

Iron Now in 2 Restful Hours



This Amazing New Thor Speed Iron
Is Winning Women By Thousands

Women — this new Thor speed iron ends for all time the thankless, health ruining task of ironing by hand. It irons better and faster than any machine you've seen. And it cuts the time required for ironing from 8 hours of hard irritating labor to 2 hours of restful enjoyment.

Electrical Engineers

LIMITED

10165 101st Street

Phone 11154

New Automatic Heat Control

No Scorching — Danger — Burning
Faster and More Economical

The Iron That Women Desired

With beveled edge — broad ironing surface — evenly distributed heat with equal temperature for lingerie and blankets. No care or attention. Demonstrated at

Electrical Engineers Ltd.



Westinghouse Mazda
Inside Frosted Lamps

15, 25, 40 Watt	\$1.55
6 For	
60 Watt	\$1.70
6 For	
100 Watt	48c
Each	

Westinghouse

AND THEIR APPROVED REPRESENTATIVE

Electrical Engineers, Ltd.

OFFER A FEW
ELECTRICAL SUGGESTIONS



Flavor Zone
RANGES

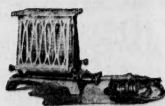
COOK
WHILE
YOU
PLAY

The Hardest of Electrical Conveniences

Cooking at the table on the versatile little table stove not only saves dozens of steps for the busy housewife; it actually makes the food taste better.

Westinghouse Table Stove

Broils — Fries — Toasts — Grills



Good Toast Starts
the Day Right

Westinghouse quality in every appliance on your breakfast table insures economical operation and beautiful design.

TOASTERS
PERCUSSORS
WAFFLE IRON
TABLE STOVES

LAMPS

Tinted in many alluring shades to harmonize with every decorative setting.

FLAME TINT in your Parlor	6 for \$2.10
IVORY, AMBER, ORANGE or ROSE elsewhere	6 for \$2.52



ELECTRICAL ENGINEERS, LTD.

ALBERTA'S LEADING ELECTRICAL HOUSE

CONTRACTORS OF RENOWN — ENGINEERS OF REPUTE

10165 - 101 STREET, EDMONTON.

**CHESTERFIELD
LAMP**

**YOUR CHOICE FREE
OR
ELECTRIC
COOKER**

**EXTRA OFFER!
EXHIBITION WEEK ONLY**

FLOOR LAMP OR CHESTERFIELD LAMP OR ELECTRIC COOKER
TOGETHER WITH

ANY FOUR BEATTY WASHDAY ACCESSORIES
ABSOLUTELY FREE

WITH EACH BEATTY ELECTRIC WASHER BOUGHT
EXHIBITION WEEK

PLACE YOUR ORDER NOW

AT OUR BOOTH—AT OUR STORE—WITH SALESMEN

SAME PRICES—SAME TERMS—FREE DEMONSTRATIONS

NEW BEATTY ELECTRIC WASHER

\$174.00—No Interest

IT WILL PAY YOU TO PAY US A VISIT
AT OUR BOOTH IN

MANUFACTURERS' BUILDING

SECOND BOOTH—FIRST AISLE TO LEFT
OF MAIN ENTRANCE

LET US EXPLAIN OUR WONDERFUL
OFFER AND SHOW YOU OUR
PERFECT WASHER

TRADE IN YOUR OLD WASHER
EXHIBITION WEEK ONLY!



Beatty
BROS. LIMITED



FOR HOME, CAMP OR PICNIC USE

The Everhot is an electric cooker, fireless cooker and thermal jug, all in one. It will cook anything that can be cooked on a large electric stove. It can be taken in the car and keeps a picnic dinner hot. Or it can be used as a regular jug to keep things cold—lemonade, ice cream or salads.

The Everhot is made of nicked steel, highly polished. It is heavily insulated all round, and lined inside with seamless extra heavy aluminum. Furnished with two aluminum utensils and a pair of lifting tongs. Equipped with six feet of cord. Stands 13 1/2 inches high, is 10 inches in diameter. Runs off ordinary light socket.

**OR
Beautiful Parlor Lamp
AND**

4 Wash-Day Accessories

5—ARTICLES—5

With each Beatty during Exhibition Week

FREE DEMONSTRATIONS

BEATTY WASHER STORE

Alberta's Lumbering Industry Adds To Material Wealth of Province

W. H. CLARK CO. BOASTS MUCH SERVICE HERE

Are Pioneers in Lumbering World of This City

For many years the W. H. Clark Co. Ltd., of Edmonton, has been a pioneer in the lumbering and building requirements of Northern Alberta. Started as a partnership by the late W. H. Clark around the year 1880, it was converted into a limited liability company in 1905, and ever since then has continuously been one of the leading industries of Edmonton.

Lumber a Great Alberta Industry

The lumber industry of Alberta has had an important bearing upon the life and development of Edmonton from the earliest days. From the time when the Hudson's Bay voyageurs, traders, and trappers used to chip away lumber for axes and York boats on the banks of the Saskatchewan river, through the years of the various periods of building activity which have enabled Edmonton to grow from a hamlet or mere frontier post to the city of 12,000 population of which it boasts today, lumber has been a necessity for building purposes. This has, therefore, been the reason for many times starting in the early days and still carrying on.

Business has gone on of course, actually the John Watters Company, which in the early days came to be associated with the D. R. Fraser Company, the pioneer of being in the forefront of Edmonton's development. Others, like the D. R. Fraser Co. Ltd., the W. H. Clark Co. Ltd., and Cushing Bros., are still operating, an ever-increasing scale and are major factors in the supply of lumber requirements for the further development, which in 1929 is one of Edmonton's most notable features.

The lumber yards, factories and mills of the W. H. Clark Co. Ltd., with a history of reorganization for many years, prior to the present, are situated on the south side of the city. In 1905, it was carried over to the partnership by W. H. Clark, a resident of Edmonton for at least twenty years. The company's headquarters are five acres of land facing on 18th street near the Canadian Pacific depot. It employs some 150 men, and pays of approximately \$700,000 a year.

Producers Everywhere in Lumber

The W. H. Clark Co. Ltd. produces almost everything in lumber necessary to meet local requirements, and in addition does a large export trade throughout the western provinces. Its products include such goods, mouldings, stove fixtures, interior mill-work and its export business, covering a range of territory all over northern Alberta, is principally in such goods and other lumber essentials for building of residences, factories or for farm purposes.

An Investment of \$100,000

The plans of the W. H. Clark Co. Ltd. represent an investment of \$100,000. The mill and factory is equipped with the most up-to-date machinery and labor-saving appliances and under the skillful management of A. J. Brown, has attained a most important position in the lumber trade of Alberta. Mr. A. J. Brown, who has been in the city since 1905, commenced his life career with the W. H. Clark Co. in June of that year. Beginning in the factory, he acquired a first-hand knowledge of the lumbering industry and was later transferred to the office, finally becoming manager of the company in 1913, which position he has held ever since. His total service to the W. H. Clark Co. extends over a period of 24 years.

President C. G. Robinson Well Known

There are few men in Edmonton as well known as President C. G. Robinson, of the W. H. Clark Co. Ltd. For over twenty-five years he has been a resident of this city, and has been President of the Board of Trade in 1927 in addition to being very

active in community league work. He joined the W. H. Clark company in 1905, and has since then served as secretary of the newly-organized company, and, from 1913 to 1927, as president, auditor, and secretary. Mr. Robinson is an experienced accountant and treasurer of the company. Mr. Robinson has been a member of the Manufacturers' Association, Alberta branch, and in this connection has performed many important duties. He has been particularly interested in horticulture and the beautifying of Edmonton and its surroundings. In this connection he was largely responsible for the securing of the challenge trophy presented by the Board of Trade, in connection with horticulture work.

Fits Many Positions

After years of service on the executive council of the Board of Trade, Mr. Robinson was elected a member of the Canadian Manufacturers' Association, Alberta branch, and in this connection has performed many important duties. He has been particularly interested in horticulture and the beautifying of Edmonton and its surroundings. In this connection he was largely responsible for the securing of the challenge trophy presented by the Board of Trade, in connection with horticulture work.

In a Fortunate Position

The securing of two such men as executives as Mr. Robinson and Mr. Brown, has enabled the W. H. Clark & Co. Ltd. to extend their operations and to place their business on a sound and solid basis. The business itself, under their management, has grown to a large and important position in the lumbering industry as ever it was. It meets every new development in its factories and products are universally recognized in Alberta and elsewhere as being desirable both as to quality and finish. In addition, the life of the company has been considerably enriched by the active part both Mr. Robinson and Mr. Brown have taken in civic affairs. Looking back over a period of twenty-four years of business activity in Edmonton, Mr. Brown expresses his conviction that the growth of Edmonton has only just started, and is already preparing for his company to take full advantage of future activity and to help Edmonton to reach its objective as the industrial centre of Alberta, at an early date.

Timber a Source Of Wealth



The diagram shows plainly that there is still plenty of free land left in Alberta for the energetic, determined settler.

CITY'S FIRST SAWMILL WAS BUILT IN 1881

Organization of Late D. R. Fraser Still Services Edmonton

In the early days of the late D. R. Fraser came to Edmonton and in the autumn of 1881 he organized the building of Edmonton's first sawmill, the machinery for which was conveyed to Edmonton by the Hudson Bay steamer, "Lion".

Work was done during the winter on the company's lumber limits on the north side of the Saskatchewan river, and the logs were floated down to the mill during the spring and summer, to be manufactured into the fine spruce lumber which has been used in the construction of thousands of homes and many public buildings.

In those early days when transportation of men and supplies over long distances was both difficult and expensive, a trip to camp would take about three days or more, the price of a year was \$15 a sack and sugar a luxury at \$25 dollars a hundred. As the years passed, and the available timber suitable for logging became at too great a distance to drive the logs down the river, this method had to be abandoned, as it was altogether too slow and costly.

With the construction of the Lacaille and North Western Railway built by the Alberta government, rail transportation was provided right into the heart of the city. A modern sawmill was built on the flat of Poplar Creek, just seven miles south of Bragg, Alta., and here the company maintains a large up-to-date concern employing an average of 60 men the year round.

With up-to-date machinery and skilled workmen some of the finest figure lumber and lath is produced at this mill, being shipped to many towns on the prairies as well as supplying its own large retail yard in the city.

The management of the company is in the hands of Mr. John McDonald, who has been associated with the firm since 1903, and is regarded as one of the ablest lumbermen in the province.

Emphasis is placed on the best grading service which is to be introduced this year. The Federal Department of Agriculture utilizes this information to sell the producer and consumer to help the consumer to recognize good beef, an article for which he has a preference, but cannot at present purchase with confidence at present prices.

The exhibit shows exactly how the two best grades of beef will be branded or marked. Choice beef carcasses will carry a red marking, and good beef a blue marking. Every piece of graded beef brought by consumer can be identified through this official red or blue mark.

The central part of the exhibit occupies in a colorful manner the tremendous natural resources of the Dominion as to waterways, mining and lumbering, which form the strength or backbone of the population. Circular in shape and backed by a revolving disc, the materials, fishing streams, passing ships, moving airplanes, combine to constitute a graphic pictorialization.

Duncan's Cattle, a band of trained Angus, brought from Scotland by Victor Duncan, and now known practically all over the world as the most remarkable performing dogs on the prairie, will appear before the grand stand every day of Edmonton's exhibition, July 15th. Those who have been fortunate to see these dogs assert they are most remarkable.

Connor Company Has Much Experience In Washer Manufacture

Connor washers are manufactured by a firm that has put in more than half a century of experience and ideas in the building of washing machines for service and satisfaction.

Fifty-four years ago the founder of this Canadian firm, J. H. Connor, started by making hand washers known as the Old Reliable. He would build 12 of these washers and have them painted a bright red (the present president and vice-president of the firm had the job of painting them after years) and then with his equipment with a special rack, start over the Ottawa river to paddle the machines. When the 12 were sold he would go back and build 12 more.

He worked on his ideas until he got the power washer, electric machines, gas engine machines, until the latest is the Connor Thermos machine. Fifty-four years ago J. H. Connor saw the future held when thousands of housewives would have their clothes removed.

Instead of 12 machines being manufactured in the back yard, the company today has one of the finest plants in Canada.

Beautiful and athletic, the California Poppies, a team of charming girls who will perform daily in front of the grand stand at Edmonton exhibition, July 15-20, have one of the oddest and most clever novelties seen in many years. Two girls, after appearing a number of times in spectacular dance arrangements headed by two principal steps, climb into the ropes (lath) form a huge silver web and give an amazing exhibition of acrobatic contortionist stunts.

WE ALSO CELEBRATE

Edmonton's First Sawmill

Established 1880

LUMBER

has been supplied by us for the first modest dwellings and now for the Modern Homes, Blocks and Warehouses. We specialize in Dry Lumber and other Building Materials.



D. R. FRASER

& Co., Limited

Phone 1630 for Quick Delivery

Sawmill at Fraspur, Alta.

We Are Sole Agents For the Famous

McCLARY SUNSHINE FURNACES

Send Us a Plan or Rough Sketch of Your Home For Prices

WE ALSO SPECIALIZE IN
EAVESTROUGHING — CISTERNS — WAGON TANKS
— STOCK TANKS —

See Our Exhibit At The Fair

Norwood Sheet Metal Works

9568 111th Ave.

Phone 72385

LIVESTOCK BR. HAS STRIKING SHOW AT FAIR

Dominion Dept. Shows
Public How Meat is
Graded

The Dominion Live Stock branch has a striking exhibit on the Western Fair circuit this year. It brings very clearly and convincingly to the attention of both producer and consumer the opportunity for building up and extending the sale of choice live stock products in a market undergoing rapid industrial expansion, undertaking extensive development of great

natural resources, and securing a buying power of exceptional strength. The exhibit appeals directly and forcibly to producers in these western provinces, offering them a sound argument for improvement in the quality and type of their live stock, so as to meet the growing demands of the Canadian consumer for choice quality meats for which they are prepared to pay a good price, provided quality is guaranteed. The fact that the Federal Live Stock branch, in co-operation with producers and consumers, will play in putting this same merchandising project across is graphically described in the exhibit.

Beef Grading

Emphasis is placed on the best grading service which is to be introduced this year. The Federal Department of Agriculture utilizes this information to sell the producer and consumer to help the consumer to recognize good beef, an article for which he has a preference, but cannot at present purchase with confidence at present prices.

The exhibit shows exactly how the two best grades of beef will be branded or marked. Choice beef carcasses will carry a red marking, and good beef a blue marking. Every piece of graded beef brought by consumer can be identified through this official red or blue mark.

Alberta's Largest Saw-Milling Industry

THE NORTH-WEST LUMBER

COMPANY, LIMITED

ST. ALBERT TRAIL

Phone 81436

EDMONTON

ALBERTA



Depicting logs that have arrived direct from our own logging camps to our mill ponds and plant in Edmonton where they are manufactured into the various kinds of lumber ready for shipment to the trade from the largest industry of its kind on the prairies.

We Employ Over 800 Men
in Our Logging Camps
and Mills

We Invite You to Call and
Inspect Our Plant

When in the Market for
Spruce Lumber, Send Us
Your Enquiries

Established
1914

We Manufacture Spruce
Lumber and Lath

Over 15,000,000 Feet Dry
Lumber Now in
Stock

Best Grades —
— Prompt Shipments

We Are

SHARING

TO A MARKED
DEGREE

in the

DEVELOPMENT
and
PROGRESS

of
Alberta.

We Carry
a
Complete Stock
of
HIGH QUALITY

LUMBER
and general
BUILDING
SUPPLIES

Satisfaction Guaranteed

or

Money Refunded

ARMITAGE-
McBAN
LUMBER CO., LTD.

Cor. Jasper Ave. and 93rd St.

Phone 5236

W. H. CLARK
& CO., Ltd.

109th Street

Edmonton

Many of the Public Buildings have
been supplied by us and we have been
privileged to assist in developing the
city and surrounding district.

For 25 Years

we have been serving the public with

Lumber
and
Millwork



EDMONTON



Holds the Trump Hand of Opportunity

Wholesale, Industrial, Railway and Distributing Centre with Two Transcontinental Railways.

National Railway Shops for Western Canada.

Seat of Provincial University.

Fine Public and High School Educational System.

Finest Agricultural, Livestock and Dairy District.

Important Packing Plants.

Mixed Farming Opportunities Unrivalled.

*Most Strategic City
in the West
Capital of Alberta
Gateway to Peace River
and Mackenzie Basin*

Edmonton Has Largest Output of Butter in Canada.

Large Stockyards Turnover Over \$7,000,000.

Unlimited Supply of Coal.

Natural Gas.

Shipping Point for Great Northern Fur Trade.

Excellent Golf Links.

City-Owned and Operated Public Utilities
—Net Surplus, 1928, \$507,584.55.

MUNICIPAL STATISTICS

POPULATION

1911	30,479
1921	58,821
1926	66,415
1927	67,083
1928	69,744
1929	73,000

Street Railway Passengers	12,388,475
Number of Telephones in service	13,965
Number of Electric Light Consumers	17,294
Number of Water Consumers	14,790
Special Reserve against Uncollectable Tax Arrears	\$ 2,077,255.00
Collection of Current Tax Levy	\$ 2,190,669.00

Gross Funded Debt (exclusive of schools) Dec. 31st, 1928 . . . \$35,060,329.57

Deduct:	
(1) Local Improvement Debentures (Property Share)	\$ 4,481,840.75
(2) Utilities	12,062,236.09

\$16,514,076.84

AREA OF CITY 27,200 ACRES

BUILDING PERMITS

1925	\$1,481,890.00
1926	\$1,853,735.00
1927	\$2,568,632.846.00
1928	\$3,374,971.00

BANK CLEARINGS

1925	\$239,350,281.00
1926	\$259,611,172.00
1927	\$286,632,846.00
1928	\$351,325,041.00

1925	12,388,475
1926	12,388,475
1927	12,388,475
1928	12,388,475
1929	12,388,475

(3) Sinking Fund Investment of \$12,256,667.31 on Gross Funded Debt less Sinking Fund of \$8,124,712.20 on foregoing specially rated and revenue producing debt	4,131,955.01
Net Funded Debt	\$15,284,297.72
Net Public School Debt	3,455,267.24
Net R. C. Separate School Debt	420,833.36

GROSS EARNINGS OF CIVIC UTILITIES

1925	\$3,348,273.00
1926	\$3,443,433.00
1927	\$3,564,107.00
1928	\$3,817,573.00

Comparative Net Assessment, Tax Levies and Collections, 1925-26-27-28:

Net Assessment (Municipal)	Tax Rate	(1) General Tax Levy 1925	(2) Special Frontage, Business, Suppl. and other taxes 1925
1925	46 M	\$2,724,054.00	\$891,539.00
1926	44.35 M	\$2,580,428.00	\$893,585.00
1927	46 M	\$2,692,808.00	\$914,036.00
1928	47 M	\$2,774,034.00	\$908,193.00
1929	48 M	\$3,615,593.00	
Civic Utilities—		\$3,474,013.00	
Net Results of Operation for Years 1925-26-27-28:		\$3,606,844.00	
(Incl. of Arrears and Discount)		\$3,682,227.00	
1925		\$105,596.64	\$120,723.92
1926		\$123,238.43	\$126,005.25
1927		\$141,207.78	\$144,112.22
1928		\$120,991.31	\$118,123.28
1929		\$6,531.25	\$6,324.95
Electric Light and Power		\$424,426.08	\$451,464.43
Power House		\$46,753.74	\$31,626.86
Telephone		\$377,673.24	\$419,837.57
Waterworks		\$416,147.08	\$507,584.55
Street Railway			

NET SURPLUS

\$377,673.24

\$416,147.08

\$419,837.57

\$507,584.55

D. MITCHELL, Commissioner.

A. U. G. BURY, Mayor.



The Corporation of the City of Edmonton Wishes to Commemorate the Founding of the Edmonton Exhibition in 1879
Citizens are Invited to Attend the 50th Anniversary Exhibition, July 15—20, and Join in the Celebration

IN 1879

First Show Held in Two Rooms of Fort Edmonton. About 35 Classes for Produce, Livestock and Women's Work. Subscriptions: \$323. Prize List: \$173.

1929
Prize Lists —
Spring Show \$14,000
Summer Fair \$60,000
Total Number of Exhibits at 1928 Summer Exhibition, 8,485.
Exclusive of School Exhibits.

— TODAY —

1929
Permanent Buildings and Grounds of an Estimated Valuation of Over One Million Dollars.

Attendance Returns Reveal Growth

1921	89,457
1922	81,774
1923	70,407
1924	71,984
1925	81,552
1926	101,658
1927	112,199
1928	147,830

CANNED FISH EXC.
VANCOUVER, B. C., July 13.—Can-
nied fish exported from Vancouver in
1928 was about the same in quantity
as in 1927. The total was 1,562,573
cases, France taking 34,491 cases, the
United Kingdom 263,272 cases, and
Australia 248,022 cases, the balance
being distributed over more than nine-
ty different countries. Canned fish ex-
ports increased from 45,000 tons in
1927 to over 70,000 tons in 1928, the
bulk of the commodity going to the
Orient.

More than 20,000 tourists vacationed
in the Hawaiian Islands last year.

WANTED
Fat Calves
3 to 7 weeks old
125 to 200 lbs. Alive
FAT 1929 LAMBS
In 10 lbs. Alive
If you have black-faced lambs, 2 to 4
months old, weigh them and we will
be glad to buy many are ready for
market.
Send them in by truck each
Friday. We are ready to buy
and will pay cash.
Quite a number of lambs are numbered
and ready to trace. We export
using an old door for a desk. About
1000 lbs. per week. We are ready to
buy and will pay cash. We are ready
to buy and will pay cash.
SHOP AND BACON HOGS
110 to 225 lbs.
GOOD FAT CATTLE
Gainers Ltd.
FOUR AND REEF PACKERS
SOUTH EDMONTON

TOURISTS MAY ENTER CANADA WITHOUT FUSS

No Red Tape of Tiresome
Rules to Bother
Visitors

Canada as a vacation land facili-
tates the entry of tourists by all pos-
sible means. There are no irritating
formalities or cumbersome routines as
the following resume of regulations
shows:
Tourists entering Canada do not re-
quire passports. Automobiles may be
brought into Canada for purposes of
health or pleasure for a period up to
90 days without duty or bond, and
for a period of six months by the
deposit of a bond for the amount of
the duty and taxes redemptory pos-
sible on the car.
The tourist may drive his car into
his state license for a generous period
in every province in Canada. The
period varies in the different prov-
inces.
Admission of Automobiles for Touring
General Directions—Cars brought
into Canada under the regulations
herein may be used for touring pur-
poses only and not for business. No
difficult or onerous rules need be
observed by the tourist at the
border if he observes the following:
1. Entering Canada.—(a) Report
to the Canadian Customs at port of
entry into Canada and obtain a per-
mit for admission of automobile.
Failure to report may result in seizure
of the car. State license card should
be presented.
No need that to declare any articles
or goods that may be subject to duty.
(b) Report to the Canadian Immi-
gration officer at point of entry into

Canada. Foreign-born citizens and
alien residents of the United States
should be prepared to present creden-
tials establishing their legal residence
in the United States.
2. Leaving Canada.—(a) Report to
the Canadian Customs at a boundary
point of exit and present your auto-
mobile entry permit for examination.
(b) Report to the United States
Customs at port of entry into the
United States and present state
license card.
(c) Report to the United States
Immigration office at the point of
entry into the United States. To pre-
vent possible difficulty in re-entering
the United States, native-born
citizens of the United States should
be prepared to present birth certifi-
cates, or credentials from responsible
persons proving United States citizen-
ship. Naturalized citizens of the
United States should be prepared to
present their certificates of naturaliza-
tion, and alien residents of the
United States should be prepared to
present a passport of legal entry into
the United States. Alien residents may
remain out of the United States for
longer than six months without re-
newing their status as residents.
Entry for Twenty-four Hours
Automobiles may be entered at a
Canadian boundary point of Customs
for touring purposes for a period not
exceeding 24 hours by the owner sur-
rendering his state license card, which
will be handed to him on his return.
Should he desire to leave at a port
other than that at which he entered,
he must obtain a permit at the port
of entry as described in the following
section—Entry for sixty days.
Entry for Sixty Days
Automobiles may be entered for
touring purposes for a period of
days by obtaining a permit from the
collector of the Canadian Customs at
port of entry. The motorist fills in a
form to triplicate with certain par-
ticulars regarding his car, such as
make, style, value, serial, number,
motor number, body number, extra
equipment and license number. He
is given two copies of this form which
constitute his permit, and which he
presents to the collector of customs
at the port of entry.

At the port of exit when leaving Can-
ada.
Should a tourist who has been
granted a 60-day permit desire an
extension, not exceeding 30 days, he
may apply therefor to any collector
of customs who upon being satisfied
as to the bona fides of the applicant
as a tourist and that the car will be
used by him only for purposes of
health or pleasure, may extend the
permit for a further period of 30 days.
If the tourist intends to keep his
car in Canada for a longer period
than 90 days he must deposit either
in the form of cash or bond, an
amount equivalent to the duty and
taxes ordinarily payable on the car,
and may keep his car in Canada,
and use it for touring purposes only
for a period of six months in any
one year.
The bond may be in the form of:
(a) The personal bond of two sure-
ties acceptable to the collector of cus-
toms in a sum equivalent to the duty
and sales tax on the car as ap-
proved by the collector of customs.
(b) A bond of an incorporated
financial company authorized to do
business in Canada, and whose bonds
are acceptable to the Dominion gov-
ernment, in a sum equivalent to the
duty and sales tax on the car as ap-
proved by the collector of customs.
(Note—Customs brokers at various
ports of entry will be able to arrange
for such bonds, charging therefor a
fee of about \$10. A higher fee is
sometimes charged and the license
returned on cancellation of the bond.)
On the report outward of the car
the bond either (a) or (b), is re-
funded and the cash deposit, if any,
is refunded.
At the expiration of six months, no
extension or renewal is permitted
should an unforeseen delay occur,
prolonging the time of stay in Canada
beyond that mentioned in the per-
mit, the department of National
Revenue, Ottawa, should be commu-
nicated with at once.
The regulations regarding the entry
of automobiles also apply to motor
cycles and mopeds.
Motor buses may be entered for
the purpose of conveying tourist par-
ties on the owner or operator of the
bus, furnishing a bond for a sum
equivalent to the duty ordinarily pay-
able on the bus.
Admission of Tourist's Outfits
Persons visiting Canada for a limited
period of time, for health or plea-
sure, may bring with them free of
duty or deposit, guns, rifles, except
revolvers and pistols, fishing tackle,
cups, cutlery, toilet articles, and
cameras previously used by them and
required for their own use, upon re-
porting same to the customs officer
at the port of entry.
Cameras, outboard motors, tents,
camp equipment, photographic equip-
ment, musical instruments, etc., for per-
sonal use and not for sale or profit,
may be entered upon reporting same
to the customs officer at the port of
entry and disposing with them a sum
of money equivalent to the duty and
taxes payable thereon. The money
thus deposited will be refunded if the
articles are identified and exported
separately either at the port of entry
or another port, within six months
from the time of entry. Identification
for refund may also be situated
before a customs officer, justice
of the peace or notary public at a
place outside of Canada.
The tourist is required to fill in a
form in triplicate giving description
and value of the articles in his out-
fit. Two copies of this form are given
to the tourist, and must be presented
to the customs officer at the port of
exit. When articles on which a deposit
is not required are brought in by a
tourist, their description and value
are noted on his automobile entry
form and a separate form is not re-
quired.

CANDY



*The
Sweetest Spot in
Edmonton*

The new home of the Pavey Candy Company Ltd. on 105A Avenue may well be described as the sweetest spot in Edmonton. Here with its well lighted floors, with over 26,000 square feet of space, tons of Pure Cane Sugar, together with the finest Fruits, Nuts, Chocolate, and Cream that money can buy, are being made into the choice Chocolates and Candies that have made possible the rapid growth of this Edmonton firm of Candy Manufacturers.

The increasing consumption of Pure Candies is in itself proof that public opinion recognizes the food qualities and benefits derived from the use of wholesome confectionery. The little tot with its all-day Sucker, or the adult that requires that box of Chocolates for the party or holiday, can always depend upon getting the best and being satisfied with their purchase if it is Pavey's.

See our exhibit at the fair in the Manufacturers' Building, next to the E.C.D. Booth.

Our Trade Mark—
"Queen of the West Pure Confectionery"

PAVEY CANDY COMPANY, Ltd.
MANUFACTURING CONFECTIONERS
9627 105A Ave., Edmonton
Phone 5624
Established 1913

To Our Patrons and Friends

We extend a cordial invitation to visit our exhibit of

POWER MACHINERY —and— MOTOR TRUCKS

on display at the exhibition grounds during
FAIR WEEK

International Harvester Co.
of Canada, Limited

READY MIXED CONCRETE

Let us take some of your worries and work, thus making your organization capable of handling more work and more efficiently

SOME SALIENT FEATURES:

- (1) Gravel and sand unloaded and handled to the bins and from the bins to the mixer without touching the ground. RESULT: Clean aggregates.
- (2) All materials are accurately weighed.
- (3) Materials are mixed in a large concrete mixer in which they are kept for the requisite length of time which is controlled by an automatic time lock.
- (4) The water is measured by the most modern methods adopted for this purpose.

NOTE: The above features will result in a perfectly mixed concrete.

We Produce Concrete to meet the most Exacting Specifications

OUR PLANT IS ONE OF THE LARGEST AND MOST MODERN IN CANADA AND IS OPERATED
BY EXPERIENCED MEN.

The advantages of using ready mixed concrete are many. You do not have to assemble gravel and sand at your job. You avoid waste and danger of dirt by dumping on the ground. You avoid having to assemble gravel, sand, cement and checking same, in fact you simply get your

forms ready and order the concrete which is delivered on short notice made to your specifications. You simply handle it into the forms. We invite inquiries and will be glad to quote prices on any job from 1 yard up to 10,000.

Alberta Concrete Products Limited

We especially invite the public to visit our plant at any time and get acquainted with our methods.

Cor. 104th Avenue and 111th Street

Telephone 23881

Alberta's Brewing Industry Assists Alberta's Growth

The annual expenditures exceed

\$2,725,00.00

This tremendous outlay gives employment to hundreds of workers in various trades, besides nearly 500 employees of the brewing industry alone and affords an annual income for numerous farmers of the province.

THESE FIGURES TELL THE STORY

Malt	Hops (B. C.)	Barrels & Cases	Bottles	Labels
\$429,026.00	\$72,000.00	\$46,617.00	\$119,003.00	\$26,445.00

Everything that can be purchased in Alberta — It's the policy of the brewing industry.

WHAT WE PAY IN TAXES

Municipal	Provincial	Dominion
\$73,219.00	\$531,469.00	\$926,954.00

Big Horn Brewing Co., Ltd.
Calgary Brewing & Malting Co., Ltd.
Lethbridge Breweries Limited
New Edmonton Breweries Ltd.
North West Brewing Co., Ltd.

Alberta Agents for the Brewing Industry

DISTRIBUTORS LIMITED

TOWN PLANNING
CALGARY, Alta., July 15.—Town planning in Alberta is now being extended to include farm planning. The farmer may secure expert advice concerning the plan for the layout of his farm, and the layout of his farm.

TURKEY EX
KAMLOOPS, B. C., July 14.—Several turkeys in this city have been reported to be unusually fat. The cause of this is not known, but it is said to be the result of the unusually early season.

EQUIPMENT OF LOCAL PLANT IS IMPROVED

Canada Creosoting Co. Installs Butt Treating Tanks

The merit of the preservation of timber is now generally known. Sufficient statistics have been gathered and have been distributed that most of us are familiar with the fact that creosote treatment of timber very greatly prolongs the life of the structure.

There are many different ways of applying creosote preservative to wood. It is a safe step from the simple and cheap method of applying it with a brush to the elaborate and highly efficient method of applying it by completely surrounding the timber with preservative and allowing the preservative to penetrate into the wood by impregnation pressures. There are three different steps between the two methods mentioned above. One of these is the soaking of the timber in hot preservative without the application of pressure. Every one can see that the best method, of course, is the method where the preservative is forced into the wood under pressure. In some cases, this is not practical, and in very few cases where the circumstances are special, it is not considered absolutely necessary. In the case of cedar poles being placed in the line for telephone or telegraph or power purposes, this is

one special case where the open tank treatment as it is called, is applied to be effective.

It is generally known that cedar contains a natural gum or oil which is a preservative. The timber, when exposed to moisture and other atmospheric conditions. At the ground line, however, the conditions are such that even with cedar, the gum in the wood will rot away. It is considered, therefore, that as far as cedar is concerned, if it is possible to preserve that portion of the timber which is in contact with the ground line, the results will be very satisfactory.

After doing this work, large tanks have been erected. These tanks are capable of holding up to about 10 to 12 feet of preservative. The preservatives in the tanks can be kept hot by steam coils that pass through it. The tanks are heated by means of a coil and the large end is lowered into the tanks and the soaking process is allowed to take place.

About a carload of poles can be butt treated at one time. The average treatment requires about eight hours' soaking.

The new addition to the plant was very recently put into operation, and is said by the company officials to be one of the best of its kind in the west.

It is pointed out by those connected with the work that this kind of treatment is given to cedar poles only. It is not a satisfactory method for other types of wood. The cedar pole is such that it can be satisfactorily treated in this manner, but only in cedar.

At their plant at the north-east side of the city, many thousands of other material go through the preservative.

one tank. In these, the preservative is heated to the point where a pressure of about 125 to 150 lbs. per square inch is maintained.

Timber, bridge timbers, railway timbers, and other material, after being treated, are then placed in a large tank where they are kept for a period of about 24 hours before being treated.

Pressure treated timbers, after being placed in a large tank for 24 hours, are then placed in a large tank where they are kept for a period of about 24 hours before being treated.

The various railroads are increasing steadily the amount of creosoted timber that they use, and are very early finding new purposes for which they employ creosoted timber.

It is generally recognized that pressure creosoted timber is the one best priced preservative material that can be conveniently used for almost any outdoor construction.

At the Exhibition grounds, the Canada Creosoting Company, Limited, in conjunction with their associate, the Alberta Wood Preserving Company, Limited of Calgary, have a most interesting exhibit. There are now 15 creosoting plants across Canada, and the exhibit is one of the most interesting at the Exhibition.

More than 50 per cent of urban families in the United States were housed in apartments in 1928.



TRAVEL BY AIR

The Most Delightful Way of Making a Journey

Boaters that by any other means represent a long interval of slow and tedious toilers, are replaced by Commercial Airways in a fraction of the time, and in surpassing comfort and safety.

Our planes are of the type best adapted for this class of service, are built strongly, before cast iron. Manned by the best and most experienced pilots.

Our Rates Compare Favorably With All Other Forms of Transportation.

APPLY TO 1001-1014 STREET PHOENIX 1531 EDMONTON, ALBERTA

COMMERCIAL AIRWAYS LTD.

Taylor & Pearson, Ltd.

10215 103rd Street

2117 — Phones — 4266

DISTRIBUTORS OF

Automotive Supplies, Equipment and Marconi Radio

Alberta Distributors for

DUCO—the Modern Finish.
"CASTROL"—the Super Lubricant.
MARCONI—the Triumph Series of Radio Receivers.

Duco Demonstration

Visit our exhibit in the Manufacturers' Building, where Mrs. Wright will give a special Daily Demonstration of DUCO Products.

Mrs. Wright is a registered Interior Decorator and may be consulted on all problems of interior decoration.

BIG 4 GIVES GOOD SERVICE

Pioneers of Long Distance Hauling in This District

One of the first firms to introduce long-distance motor hauling of furniture, the Big 4 Transfer and Storage Company, Ltd., established in 1902, has developed into one of the largest companies of its kind in Western Canada.

Established in 1902, the company today travels within a radius of 400 miles of Edmonton with the big motor vans.

Every phase of the transfer and storage business is covered by the company and excellent storage space is provided in the old postoffice building on Jasper Street. There the extra offer almost unlimited space for the storage of household furniture and other articles. The building is fireproof, drauproof and mothproof.

Larger rooms are available for group storage and a special room for the storage of pianos, where hot water heat in equipment has been installed to keep the temperature constant to preserve the costly finish of the instrument.

The Big 4 takes every precaution in the storage of furniture, an improved checking system being in effect which insures safety for the owners who store their furniture there.

The Big 4 taxi fleet is well-known in the city, operating from the main office. The fleet consists of 100 cars, six McLaughlin-Buicks five and seven passenger sedans, giving the utmost in taxi and driveway service.

CAPITAL CITY BOX CO. LTD.

Manufacturers of
BUTTER BOXES
EGG CASES
ROUND CHEESE BOXES
and
All Classes of Wooden Containers

Extend
Best Wishes For The
Success of The
EDMONTON EXHIBITION
Edmonton - - - Alberta

PLUMBING and HEATING

Exhibits Will Interest All Visitors at the EDMONTON EXHIBITION

and the Eskimo Furnace made right here in Edmonton will demonstrate the possibilities of a heating plant designed specially to burn our Western fuel, and the Eskimo Combination Gas or Coal Furnace is the most economical plant for heating with Gas, and you have a burner ready for your garbage or waste paper, no grates to change, no worry when the Gas goes off, just light up your Coal Section.

In plumbing work we are absolutely up to date, all the newest fixtures, properly installed, Steamfitting, anything in Sanitary Engineering, Gas work of all kinds promptly executed, and our Electric and Acetylene Welding plant is fully equipped and in charge of a most competent welder. Call and see us at our stand in the Manufacturers' Building.

REED & TURNBULL

Plumbing, Heating and Sheet Metal Engineers
9523 — Jasper Ave., Edmonton



FURNITURE STORAGE
PHONE 1414

AUTOMOBILE STORAGE
PHONE 1414

Big 4 Service Predominates

OUR WAREHOUSES ARE STRICTLY FIREPROOF

The above illustration shows our large Fireproof Storage Warehouses and our large furniture moving fleet. Storage facilities, moving equipment and pool car service is of vital importance to the shipping public.

NO NEED TO WORRY when you entrust your household goods, baggage and personal effects to others for storage, shipping or removal; your chief desire is that they be accorded an intelligent, careful handling.

Pool Car Shipping



BIG 4 "Pool Car Shipping" plan, for less than car-hire lots, means a substantial saving to you on your freight charges. Phone us before shipping—we can save you money.

We are loading a car for Vancouver, Victoria and Pacific C. at points. Also to Toronto, Ottawa and Montreal.

Phone 1414

CRATING and PACKING

The safe transportation of household goods depends almost wholly upon how well the goods are packed. Our modern equipment and expert craters of 20 years' experience should justify your confidence.

C. P. R. OFFICIAL BAGGAGE AGENTS

Our special speedy trucks for this service assure you promptness and efficiency. For quick service—

Phone 1414

Phone 5050

TAXI and DRIVURSELF SERVICE

Phone 4444

BIG 4 TRANSFER and STORAGE CO., Ltd.

HEAD OFFICE 10037 JASPER AVENUE
EDMONTON, ALBERTA



Local and Long Distance MOVING

BIG 4 offer you the finest facilities for either local or long distance moving.

LONG DISTANCE MOVING—
Within a radius of 400 miles of Edmonton it will pay you to let BIG 4 move you—your goods are packed right into our big vans, and are taken direct to their destination. See us before you move.

LOCAL MOVING—
No job too large or small. We relieve you of all worry—just give us the particulars and our experienced men will be right on the job, and will move you in the shortest possible time—you can step into your new home with everything in place.

Phone 1414



Hudson's Bay Company.



INCORPORATED 2ND MAY 1670.

THUMB SKETCH OF FORT EDMONTON

Pioneer Fort of HBC Where the First Edmonton Exhibition Was Held in 1879

Serving Edmonton For More Than 100 Years

—The first Fort of HBC was founded in 1794 at the mouth of the Sturgeon River, 25 miles below the present site of Edmonton.

—In 1807 this fort was destroyed by Blood Indians.

—New Fort Edmonton, built on the site now occupied by the Provincial Government Building, was established in 1808.

—In 1825 an elaborate fort—illustrated at right—the largest West of York Factory—with stockade 20 feet high, with bastions and cannons, was built by Chief Factor John Rowand.



Fort Edmonton, Built in 1825

Edmonton's Oldest Commercial Enterprise

—It is a far cry from Pioneer Fort to Modern Departmental Store. In the successive stages of development, from trading post to general store, and finally to modern departmental store, the Hudson's Bay Company has kept pace with the march of progress.

—Old in years, old in tradition, but young and vigorous in spirit and imbued with the indomitable spirit of adventure that has made the Hudson's Bay Company unique among the world's great commercial enterprises, the HBC is still, today, blazing the trail.

50th Anniversary Celebration Edmonton Exhibition

The Vision of the Pioneer Is a Reality in the Present Edmonton Exhibition—Don't Miss It!

As an Added Attraction to the Edmonton Exhibition We Feature Our Annual

July Clearance Sale

This Sale Has Been Prepared for Exhibition Week in Order to Give Our Out-of-Town Customers a Chance to Share in the Outstanding Values. All Departments Participate

You'll Enjoy Eating in the HBC Dining Room and Cafeteria

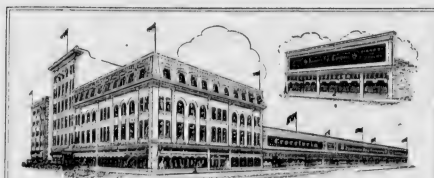
—Located on fourth floor away from the noise and bustle of the main store. Only the choicest foodstuffs are served and these are prepared by expert chefs in the most appetizing manner. The prices are exceptionally moderate; an excellent meal is obtainable in the Cafeteria for only 25c; dinner in the Dining Room at 50c, 60c and 65c.

The Dining Room is open from 9 a.m. to 5:45 p.m.
Dinner served from 11:30 a.m. to 2:30 p.m.

—NOTE: On Wednesdays Dining Room closes at 1 p.m.

The Home of the Famous Hudson's Bay "Point" Blankets

—Created 150 years ago to meet the demands of HBC service in the Fur Trade, Hudson's Bay "Point" Blankets are the best all-purpose blankets obtainable today. Take one or more pairs with you. A variety of colors in three standard sizes.



Edmonton Store of Hudson's Bay Company, Jasper Avenue from 102nd to 103rd Street. Inset shows 102nd Street Entrance

Exhibition Visitors Are
Invited to Make This Store
Their Headquarters

*We will be glad to renew old acquaintances
and welcome strangers.*

Have Your Eyes Tested in HBC Modern Optical Department

—Take advantage of your visit to Edmonton Exhibition to have your eyes examined by a fully qualified, registered optometrist. The latest and best in diagnostic equipment will be found in the HBC Optical Dept. The glasses we fit are made from the best quality optical glass, at prices which mean substantial savings to you.

The HBC Beauty Shop for Women Offers Unsurpassed Service

—You'll be delighted with the service in the HBC Beauty Shop provided by expert operators and modern equipment
—Hair Cutting, Shampooing, Hair Dyeing, Marcelling, Waving, Manicuring, Massaging, etc.

*A fully qualified Chiropodist
is at your service.*

HBC

James Richardson & Sons, Ltd.

Established 1857

**Grain Merchants
Investment Bankers
Stocks and Bonds**

Private Wire Connections

*From Coast to Coast in Canada
To Chicago, New York*

AND

The Leading Markets in U.S.A.

Cable Connections Throughout the World

Head Office: Kingston, Ont.

Executive Offices: Winnipeg, Man.

Branches at:

BRANDON	MONTREAL	SASKATOON
CALGARY	PORT ARTHUR	TORONTO
MOOSE JAW	VANCOUVER	WINNIPEG

JASPER AVE., EDMONTON

THE PEACOCK DRUG AND STATIONERY CO.

Wholesale Drugs and Stationery

Carrying a Complete Stock of
Proprietary and Patent
Medicines
Pharmaceuticals, Toilet
Articles and Soaps
Drugs and Chemicals
Druggists' Sundries
and
Glassware

REPRESENTING
the Following Manufacturers
BONARDEL (A) ET CIE, NICE
FRANCE
Olive Oil

CLUNY LABORATORIES
Reputable Household Drugs
CONSUMERS GLASS CO., LTD.
High Grade Druggists' Prescription Glassware

FRITZSCHE BROS.
Reputable Essential Oils
GAGE (W. J.) & CO., LTD.
Manufacturing Stationery
HORNBY (FRANK W.) LTD.
Pharmaceuticals

JOHNSON & JOHNSON, LTD.
Surgical Dressings and Supplies

Patented Manufacturers' License No. 4

Peacock Drug and Stationery Co., Ltd.
(Successors to Revillon Wholesale)

2nd Floor, Revillon Bldg. 219 10th Ave., W.
EDMONTON CALGARY

Where Edmonton Wholesale Trade Centres



The Revillon Building, in the heart of the business district.

Specially laid out for commercial purposes, and located in the heart of the wholesale section, with trackage and other facilities, the Revillon building, on 1041st street and 102nd avenue, is the home of several of the best known and most enterprising wholesale houses in Western Canada.

H. G. LOVE CO. GROWING FIRM

Are Distributors for West-
inghouse Radio and Oth-
er Tubes in City

H. G. Love and Company Limited, Edmonton, distributors for Westinghouse Radio and Tubes in northern Alberta, commenced business a year ago. Their first warehouse being located at 1010 102nd street in the Landon building. However, in November, 1928, this building was destroyed by fire and it was then that they moved to the Revillon building and now have large offices located on the ground floor with ample warehouse space at the second.

H. G. Love and Company Limited.

has been established in the pentagon for eight years. Mr. H. G. Love, the proprietor, being the pioneer distributor of Westinghouse in western Canada, and operating from Calgary, not only does the firm distribute radio and all its kindred appliances, but also distributes the well-known Burgess flashlights, flashlights and batteries, as well as the Burgess West batteries for both car and radio use.

Another line recently taken on which has proved very satisfactory both from a sales and satisfied customers standpoint, is the new American-made Westinghouse Marine. These are made well in the western and are really the best for town or country use.

The Westinghouse firm having plant in another line, a hotel the western farmer is becoming more interested in and this is also distributed by the same firm, as well as all Westinghouse electrical appliances. They also handle the famous "Ten Lb. Plow". This company's machine will give all necessary light for a farm.

PEACOCK DRUG WINS SUCCESS IN EDMONTON

Full Line of Drugs, Stationery and Radios Carried by Firm

The steady application of sound business principles, chief of which is to leave a trail of satisfied customers.

Since the complete unit selling for as low as \$125.

Harry H. Craig is managing director of the local company and has been identified with the business life of Edmonton since 1914.

in one season which accounts for the success achieved by the Peacock Drug Company since it commenced operations in Edmonton 18 months ago after purchasing the wholesale drug, stationery, and radio business of Revillon Wholesale Limited.

The issue of the Peacock Drug Company occupies the entire second floor of the Revillon building, and the building itself being its steady march to prosperity is a Peacock managing director.

In addition to a complete line of drug store requirements the company carry stationery and radio supplies of all kinds. They are distributors for the Cluny line of household drugs and also the well-known Tropical Balm line of household necessities.

One of the chief features is the radio department, carrying the nationally known line of Marconi Radio receivers as well as radio accessories.

The success of agriculture will require the transportation of agricultural machinery from the farm.

THE Northern Hardware COMPANY, LIMITED

OCCUPYING ENTIRE
3rd Floor Revillon Building

Pioneer
Distributors of
HARDWARE
ETC.
Twenty Six Years in Alberta

Exclusive Wholesale Agents
FOR
MURESCO
FINDLAY RANGES
SHERWIN-WILLIAMS PAINTS
ETC.

OUR AIM:

To distribute dependable merchandise which will assist Dealers' Sales and Profits.

Write for Special Agencies

Northern Hardware COMPANY, LIMITED

EDMONTON ALBERTA CALGARY

H. G. LOVE & CO.

EDMONTON LIMITED

REVILLON BUILDING
DISTRIBUTORS FOR NORTHERN ALBERTA

Westinghouse Radio

Westinghouse Tubes

Westinghouse Appliances

Westinghouse Farm Lighting Plants

Burgess Radio and Ignition Batteries

Burgess Flashlights

Burgess Snaplights.

Globelite Car and Radio Batteries

Automatic Washing Machines

Both Electric and Gas Engine

Ten-Lite Electric Plants

(A Complete Lighting Plant for \$225.00)

Canada Wire & Cable Company Ltd.

A Complete Line of Radio Accessories Carried
If Westinghouse Radio is not represented in your district, there is an interesting proposition waiting your inquiry.

WHEN BUYING A WESTINGHOUSE TELEPHONE THE WIRELESS ADVANCED RADIO

PHONE 2131

OFFICE, MAIN FLOOR

H. S. CRAIG,

Manager



A NEW FLAG FLIES AROUND THE WORLD TODAY

There's a new flag flying over the homes of four companies around the world today. . . It is the flag of OLIVER LIMITED, a new organization uniting the strength of four of the oldest and largest builders of farming equipment. It bears the names of Hart-Parr, Nichols & Shepard, Oliver and American Seedling. . . Hart-Parr, founders of the tractor industry, since 1896, have acquired the ever-lasting good will of thousands of completely satisfied owners. . . Nichols & Shepard, whose combines and Red River Special separators have set the standards for grain separation machinery since 1848. . . Oliver Chilled Plow Works, since 1855, have shown the world how plows, seeding and tillage tools should be made. . . American Seedling, an organization that 26 years ago united five companies whose manufacture of quality seeding tools ran back to the beginning of agricultural history. . . These four lines are now OLIVER LIMITED — an organization with the strength of youth, the reliability of maturity, the experience of generations. Its ownership is largely held, its operation is directed, by those who led the individual companies to their great success, who have kept faith with the farmers of the world. . . In service to farmers around the world, the new company seen and seizes a great opportunity. It aims to provide a complete line of machinery so that all equipment on the farm can be of Oliver quality — and no one can buy machinery of higher quality.

TRACTORS, TRASHERS, COMBINES
PULVERIZERS, PLANTERS
SEEDERS, DRILLS, FALLOWERS
HARROWS, CULTIVATORS
LISTERS, SPREADERS

OLIVER LIMITED

10201 108th STREET

EDMONTON

THE NEW CONNOR Thermo-Electric WASHER

Better Water Action
Steel Protected
Copper Tub



Easier Work!
Cleaner Clothes!

Safety Electric Wringer
Insulated to Keep Water Hot
The CONNOR WASHER

Is stronger, simpler, more efficient. Its copper tub is a protection against iron mould or rust stains on clothes. It is easy to operate and its vital parts being of copper, brass and bronze, and therefore rust-proof, ensure a durability beyond comparison.

COME AND SEE IT!
AT THE EXHIBITION

CONNOR THERMO-ELECTRIC WASHER

2nd Floor Revillon Bldg.

Edmonton

Phone 1089

THE ALBERTA PACIFIC GRAIN COMPANY LIMITED

Grain Dealers and Exporters

MEMBERS

Minneapolis Chamber of Commerce
Vancouver Merchants' Exchange
Winnipeg Grain Exchange
Chicago Board of Trade
Calgary Grain Exchange



Country Elevators Located at 400 of the Principal Grain Producing Points in
ALBERTA, SASKATCHEWAN AND MANITOBA—STORAGE CAPACITY
14,700,000 BUSHELS

COAL SHEDS AT 300 STATIONS

TERMINAL ELEVATOR CONNECTIONS AT VANCOUVER AND AT THE
HEAD OF THE LAKES—STORAGE CAPACITY 16,850,000 BUSHELS

GRAIN - COAL - FEED - FLOUR

A Complete Grain Handling and Marketing Service

OFFICES AT

CALGARY

WINNIPEG

EDMONTON

VANCOUVER

JAMES STEWART

President

F. W. RIDDELL

Vice-President & Managing Director

CECIL LAMONT

Secretary

S. B. PHIPPS

Treasurer

The Alberta Co-operative Livestock Producers Limited

Affiliated with Saskatchewan and
Manitoba Livestock Pools

A Marketing agency supported and developed
on the basis of common economic interests
with Democratic control.

Control of volume is important for the
purpose of efficiency and economy, and necessary
to raise and stabilize price levels.

It is not enough to produce high-grade stock,
it is vital to so improve your marketing
mechanism so as to secure the utmost return
in value for it.

The measure of success attained in the past
eighteen months justifies taking a further
step in acquiring packing facilities. The time
that this co-operative plant should be under-
taken will depend entirely upon the degree to
which members subscribe for stock and also
upon the success of the present Sign-Up cam-
paign.

By supporting your own marketing agency,
which is run at cost, you have everything to
gain and nothing to lose. Get behind your
own business. Help us help you.

For further information phone or write

The Alberta Co-operative Livestock Producers Ltd.

CALGARY EDMONTON

E 5588 Phone 71117

Second to None as Stock Centre Service Is Slogan Of City Stockyards Good Progress Made

Many Prominent Firms of Packers Utilize
Up-to-date Services Provided by
Organization

If any single unit could be said to be responsible for the
prosperity of Edmonton and the district which it serves, then
the organization of the Edmonton Stock Yards Limited, must
be given among the progressive leaders, for in no small mea-
sure has the Edmonton Stockyards, year after year, brought
wealth to its supporters, but good prices and satisfaction to
the live stock growers of Northern Alberta.

Established in 1916, the venture not
only filled a long felt requirement of
northern Alberta livestock breeders,
but despite the war years, it proved a
financial success almost from the out-
set. Today it is lifting the national
slide it was intended for with an
annual turnover of more than \$4,000,000.
In 1921 the turnover was \$1,000,000,
so that since then there has been a
general advancement that has been
accomplished during the past few
years, under a management whose
first duty has been to the producer
and consumer alike.

Today the yards and buildings owned
and operated by the Edmonton
Stock Yards Limited, cover approxi-
mately eight city blocks, with more
than double this area in hold in reserve
for the time when expansion is just-
ified.

Service Slogan

Service is the slogan of the most
advanced type project and shippers are
free in their representations that the Ed-
monton stock yards constitute the finest live
stock market in the province. The
yards have a daily capacity of 200
cattle cars, 40 cars of hogs and 25
cars of sheep, with stabled and open
pens for cattle and modern and fully
equipped long and short pens. Barns
are also available for horses and milch
cows while up-to-date alfalfa heated
dipping vats are also available.
Feed for the animals may be ob-
tained in the yards, is provided for
from two haystacks having a capacity
of 25,000 tons, and to mention, the
straw shed with the 600 ton capacity.
Operating in connection with the
stockyards and on the grounds are
one packing plant, one slaughter house,
a soap works and a laundry whereby
all the by-products are carefully saved.
With the installation of the latest
form of stockyard equipment, it is
possible to handle 22 cars of stock at
one time. There are three show pens
and one stock fairbank, one registering
beam scales, water, telephone, elec-
tricity and sewer service in operation
while 22 loading and unloading chutes
can be manipulated when the rush of
season necessitates.

One of the finest features of the
Edmonton Stockyards, however, is its
ideal location whereby a direct winter-
ing service is available in all railroads
operating in Northern Alberta, thus
eliminating all delays which in former
years, confronted the shippers.
The actual business of the yards is
carried on in a completely new

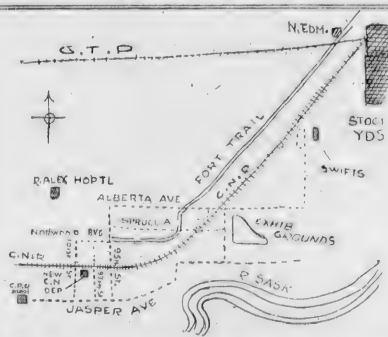
A Young Champion



reputable brokerage firms who deal on
the Edmonton Livestock Exchange.
Among the commission brokers to
whom the livestock breeder may turn
with confidence, knowing that he will
receive every consideration and a
quicker settlement may be mentioned,
Waller and Williams Company, Ltd.;
O. A. Brown, Limited, The Alberta
Co-operative Livestock Producers,
Ltd., and the Claude Campbell Com-
mission Company, Limited.

The advent of the Edmonton Liv-
estock Exchange has undoubtedly
proved a great boon to the industry in
Northern Alberta. As a result, there
has been established a uniformity in
the customs and usages of the live-
stock trade, speedy adjustment of
disputes, disaster among its members,
protection for producers and buyers,
shippers alike, and the general pro-
motion of the interests of the live-
stock trade in this province.

Plan Of City Stockyards



The plan above shows graphically how well Edmonton is served in the way of stockyards.

CLAUDE CAMPBELL

is well and favorably
known to the trade on the
Edmonton Stock Yards,
and was in charge of the
United Grain Growers
Livestock Department
here since 1917, taking
over their business on the
First of January, 1929.

Customers can rest assur-
ed that their interests will
be well looked after, and
their stock sold to the best
possible advantage on its
merits. Returns made
promptly on all shipments
to Campbell.

Office
Phone
71544



Residence
Phone
82840

**CLAUDE CAMPBELL COMMISSION
COMPANY LIMITED**

LIVESTOCK COMMISSION AGENTS AND
ORDER BUYERS
Edmonton Stock Yards

Campbell Converts Cattle Into Cash
Also Hogs and Sheep

It will pay you
to become one
of our constant
customers.

Consign your
Livestock
to us and be
convinced.

No Order Or Consignment

Too Large or
Too Small—

Consign Your LIVESTOCK

TO

O. A. BROWN

LIMITED

Livestock Commission Agents

EDMONTON

STOCK YARDS

Bonded for \$10,000.00 with the Dominion
Government for your protection.

Reference:
THE DOMINION BANK

Office phone 71124

O. A. BROWN JAK W. DUNCAN
Salesmen and Order Buyer Accountant
Res. Phone 25472 Res. Phone 51855

EDMONTON, ALTA.

THE ONLY WAY

To insure yourself of the market value for your Livestock
is to sell at a Public Stock Yards where all Canadian and
United States Buyers are represented.

The Edmonton Stock Yards has this, and also has reliable
Commission Firms who will get you the market value at
all times.

This, together with an up-to-date and modern facility for
the care and handling of your stock, makes this market
indispensable to you.

Market Every Week Day
Service 24 Hours Daily

EDMONTON STOCK YARDS

— LIMITED —

Alberta's Best Live Stock Market

Edmonton Saskatoon Calgary Winnipeg South St. Paul



Weiller and Williams Company, Limited

Livestock Commission Agents

EDMONTON STOCKYARDS

The best service at all times to those who
have Livestock to market. No extra charge
for handling Co-operative shipments. If you
are not a regular shipper, become one and get
the benefit of our wide experience in selling
Livestock.

While at the Fair Look Us Up

Market Information Gladly Given
At All Times

LEE WILLIAMS, Manager
Phone 82965—Residence

Wally McDonald Webb King
Salesman Accountant
Phone 81467—Residence Phone 2584—Residence

Office Phone 71211



ALBERTA

Mountains, Rivers, Lakes, Parks and Highways Beckon the Tourist

IN THE Province of Alberta there is found in a very unique respect "the call of the untrodden ways." Situated in close proximity to the Rockies, Alberta possesses unusual attractions for the tourist. From wide open prairie to sloping cliffs of gigantic mountains, there is an abundant field for travel and exploration.

Banff

BANFF NATIONAL PARK is 80 miles west of Calgary on the main line of the Canadian Pacific Railway. The accommodation for tourists is excellent with comfortable hotels and attractive camping grounds. There are also hot springs of high restorative value. Banff offers unrivalled opportunities for mountain climbing, sight-seeing, fishing and touring.

Lake Louise

LAKE LOUISE, known as the "Lake in the Clouds," has always been a great favorite with tourists. Situated near Banff it enjoys wonderful facilities for tourist pleasure. The beauty of the lake and the attraction of mountain climbing make Lake Louise a place of international interest.

AREA	255,285 Sq. Miles
POPULATION	635,000
RAILWAYS	5,100 Miles
HIGHWAYS	60,000 Miles
AUTOMOBILES	90,000

Alberta with its wealth of Natural Resources

OFFERS UNLIMITED OPPORTUNITIES FOR INDUSTRIAL DEVELOPMENT

Realizing the vast potential wealth which these resources represent, financial interests after thorough surveys are confidently making investments and undertaking projects which will contribute greatly to the industrial growth of the province.

Investors and manufacturers alike are rapidly taking advantage of the fact that Alberta's resources include:

More than fourteen per cent of the world's coal reserves and eighty-seven per cent of the coal reserves of Canada.

More than seventy per cent of the annual petroleum production of the entire Dominion. Alberta takes first rank in Canada in the production of oil. Alberta wells are rapidly disproving the statement which was formerly true: "Only 4 per cent of oil and its by-products used in the British Empire is produced within the Empire." Do not fail to visit the Turner Valley, Wainwright and Skiff fields, and see this valuable product at its source.

More than two-thirds of the natural gas produced annually in the Dominion providing an unlimited supply of cheap fuel for domestic and industrial purposes.

More than fifteen thousand square miles of bituminous sands, stated by geologists to comprise one of the richest potential oil fields in the world.

More than sixty thousand square miles of merchantable timber, providing an abundance of building material.

More than two thousand square miles of lakes, many of which yield fish in commercial quantities.

More than one million h.p. of water power utilized and available for hydro-electric development.

More than thirty million dollars worth of mineral production annually. In addition to coal, this represents extensive deposits of salt, ceramic clays, building stone, gypsum, talc, ochre, and bentonite, and in most cases development is only in its infancy.

A steadily growing urban and rural population of some 635,000 providing an ever-widening market for manufactured products in many lines.

Jasper

JASPER has literally "grown overnight." Situated nearly 240 miles west of Edmonton on the main line of the Canadian National Railway, it has already become known to tourists for its unsurpassed beauty and many attractions. It embraces a rich variety of river, lake, forest and mountain scenery, and is the largest national park in the world.

Waterton Lakes

WATERTON LAKES PARK is in reality a continuation of Glacier National Park of Montana. It is reached by motor from Macleod or Lethbridge via Cardston or south from Pincher Creek, and is easily accessible from Yellowstone Park. The Great Northern Railway has established a large hotel at Waterton. There are many tourist attractions, including boating and fishing.

ALBERTA, CANADA, invites you to climb its mountains, fish, boat and bathe in its lakes and rivers, motor on its highways and view the world's best wheatlands. Alberta offers unequalled opportunities to the tourist to participate in the development of her wonderful resources. Alberta offers today the most attractive field for industrial development in Western Canada.

For further information write

PUBLICITY BRANCH, GOVERNMENT OF THE PROVINCE OF ALBERTA

Edmonton

Alberta

Canada

Much Promise of Oil in Northern Alberta Fields Found

Athabasca Sands Might Supply All Of This Province

Experts Say Tremendous Wealth Lying Idle Along Banks of Far Northern River and Surrounding Districts

That wealth, in an immense reservoir of the Athabasca sand, unexplored and idle, is the considered opinion of many experts. They say that the famous Athabasca sand is capable of oil production on a soundly commercial basis. If some individual or organization can be found with the courage and resources to make the necessary experiments and research.

While the Athabasca sand is recognized by students and geologists as potentially capable of supplying the entire oil demands of the world for perhaps the next fifty years, its commercial production presents a problem. The solution of which may not come until present sources of supply fail, a contingency which has not bothered the general public very much to date.

Experiments and investigations have been carried on by government and oil company geologists and experts with a view to taking oil from these sands. It has been made by various visitors and companies that they can extract the oil from the Athabasca sand.

Heretofore Unexplored
Government of corporations and investors still remain unconvinced that this can be done on a commercial basis. Experiments are still going forward.

ALL TIED OUT

VIRGINIA, July 15.—(Press Telegram.)—Used out, largely, recently broke the world record for continuous piano playing. He sat down at a piano one day and 78 hours later finished as the holder. The former record was 72 hours.

SPANS THE WORLD

CHICAGO, Tuesday, July 15.—Probably the longest radio connection in the world is kept between the wireless operator of the Hudson Arcos expedition around the North Pole and Commander Byrd's South Pole base. This distance separating them is 12,000 miles.

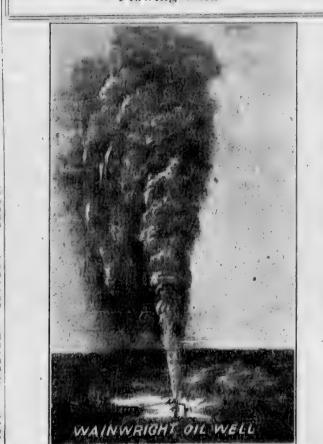
BUT HE DIDN'T STOP

HAWAII, Tuesday, July 15.—"Old Bill" expresses wagon horse here, can alternate his long life on his extensive use of the wheel. He has grown so old that a younger horse has taken the job. He is now 25 years old and has been driving a taxi cab since 1890.

VARIETY DRIVE

LONDON, Tuesday, July 15.—After eight months of driving through all varieties of climate and country, last night, Mr. C. G. Campbell and G. P. P. have driven their completed 11,000-mile trip in a motor car from Vienna. They passed through 17

Flowing Gold



Scene like this are becoming commonplace in Alberta as field after field is being brought in by flowing oil wells.

DALFIN PET. LOOKS BRIGHT NEW VENTURE

Sponsored by Quaker Finance Corp. Has Valuable Holdings

With leases in four promising Alberta oil fields, Dalfin Petroleum promises to be one of the independent producers of the various exchanges. The Turner Valley, Milk River, Shank Lake and Sterling Pacific are the areas where the company is interested and all of them are either established and proven fields or fields of the greatest promise.

The Turner Valley property, situated as it is on the geologically proven part of the valley adjacent to such properties as the Foothills, Freehold, Calmont and a number of others where extensive development work is being carried on, is especially interesting to the investors.

Equipment for the drilling of a well on this property has already been ordered. The cellar has been dug and the derrick erected. The well will be spudded in about July 17.

Drilling operations will be under the supervision of the same experienced and efficient technical staff that is in charge of all the Calmont and allied oil drilling. Development work on the other properties of the company situated in very promising areas will follow.

The capital of Dalfin Petroleum Ltd. consists of common stock of 1,000,000 shares of 10 per cent value common stock, authorized and issued, including this issue, 600,000 shares and, to be held in the treasury, 400,000 shares, to be sold at \$1.50 each.

J. C. Dallas, vice-president and general manager of Calmont oil and president of the Quaker Finance Corporation and Walter Peterson Ltd.

is produced with it. However, the Athabasca sand is unexplored and idle, is the considered opinion of many experts. They say that the famous Athabasca sand is capable of oil production on a soundly commercial basis. If some individual or organization can be found with the courage and resources to make the necessary experiments and research.

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Aladdin Oils Limited

Incorporated under the laws of the Dominion of Canada.

Capitalization

500,000 Shares of No Par Value

Issued 160,000 Shares

Treasury 340,000 Shares

Present Offering
150,000 Shares.

Properties:

Turner Valley
Highwood
Wainwright
Beaver Dome

ALADDIN OIL LIMITED holds approximately 1,200 acres on these four proven Alberta oil structures. All properties according to the Government Geological maps are shown on "THE PINK."

40 Acres in south Turner Valley known as L.S.D.J. Sec. 28, Tp. 18, R. 2, W. 5th. This acreage is on the Turner Valley extension proper, situated less than two miles from Mercury and Sterling Pacific. This 40 acres is on the centre of the same anticline as these wells. Recent Geological surveys indicate Turner Valley extending considerably to the south.

40 Acres on Highwood structure known as L.S.D.J. 14, Sec. 32, Tp. 18, R. 3, W. 5th. This is a very valuable property adjacent to the Imperial-Highwood, where it is expected production will be reached at any time. Highwood shares recently attained a high of \$20.00. In the opinion of expert Geologists the Highwood structure will give a large production of Crude Oil.

640 Acres on the Wainwright structure known as Sec. 11, Tp. 40, R. 11, W. 4th. This section is well reported upon by an eminent Geologist and is adjacent to the holdings of a large American Syndicate composed of oil operators who have filed on approximately 16,000 acres on this structure.

160 Acres in Beaver Dome known as S. W. quarter Sec. 25, Tp. 2, R. 11, W. 4th. This property is immediately adjacent to the Madison Oil and is adjacent to the Province, near the Montana border. It was recently reported that a large well gas flow had been encountered in the Madison well.

NO ROYALTIES ARE PAYABLE TO ANYONE ON THESE PROPERTIES.

DRILLING ON THE COMPANY'S ACREAGE AT WAINWRIGHT IS PLANNED AT AN EARLY DATE, WHERE IT IS EXPECTED PRODUCTION WILL BE ENCOUNTERED AT A DEPTH OF 2200 FEET IN APPROXIMATELY 40 DAYS' DRILLING.

Upon completion of the present financing, application will be made to list the shares on the recognized exchanges.

We recommend the purchase of Aladdin Oils at the pre-listing price of \$1.00 a share.

S. F. FLATER & Company

Members of the Standard Stock Exchange
Phone 4346 529-530 Tegner Bldg.

S. F. FLATER & CO.
529 Tegner Bldg. Edmonton

Without obligation we will give you our information regarding ALADDIN OILS LTD.

Name _____ Address _____

Dalfin Petroleum Ltd.

Dalfin Petroleum holds leases in four different fields in Alberta—the Turner Valley, Milk River, Shank Lake and the Sterling Pacific areas. The Turner Valley property is especially interesting as it is situated on the geologically proven part of the Valley, adjacent to such properties as Foothills, Freehold, Calmont and others where extensive development work by a number of leading companies is being carried on.

Equipment for the drilling of a well on this property has already been ordered. The cellar has been dug. The derrick has been erected and the well will be spudded-in about July 17th.

Drilling operations will be under the supervision of the same experienced and efficient technical staff that is in charge of all the Calmont and allied oil drilling. Development work on the other properties of the company situated in very promising areas will follow.

CAPITAL

Common Stock (No Par Value)
1,000,000 SHARES

Authorized and issued (including this issue)

500,000 SHARES

To Be Held in the Treasury

500,000 SHARES

PRICE

\$1.50

PER SHARE

We Invite Your Inquiries

QUAKER FINANCE CORPORATION LIMITED

Has Successfully Sponsored

CALMONT DALLAS WALES

And Now Offer You

DALFIN

OFFICERS AND DIRECTORS

PRESIDENT: J. C. DALLAS, vice-president and general manager Calmont Oil, president Quaker Finance Corporation, Limited; president Wales Petroleum, Limited.

VICE-PRESIDENT: E. STUART McMURDOUGH, K.C., Wainwright, Elder and McMurdoch Securities, Montreal.

SECRETARY-TREASURER: F. M. BENDER, secretary Calmont Oil, Limited, Calgary.

DIRECTORS:

T. W. ANDERSON, managing director, Alaska-Burling and Co., Ltd., Montreal.

L. M. FINGARD, president L. M. Fingard and Co., Ltd., Investment Bankers, Montreal.

WALTER MILLER, managing director, Finch and Macdonald, Insurance, Montreal.

E. STUART McMURDOUGH, K.C., J. C. DALLAS.

MANAGING DIRECTOR: J. C. DALLAS, Calgary.

QUAKER FINANCE CORPORATION LIMITED

400 LANCASTER BLDG. - - - CALGARY

BRANCH OFFICE: 235 REGENT STREET, LONDON, W.I.

All Records For Production in Turner Valley Broken in Month of June

Home And Okalta Wells Responsible For Biggest Boost

Usual Summer Slump Owing to Poorer Recovery Conditions Fails to Materialize

Oil breaking record. This is the first month of the summer in the history of production during July, 1929, when the usual summer slump failed to materialize. The total of 82,122 barrels was produced during the month, a figure which is the fourth consecutive year higher than the June before and 2,820 barrels more than the month of May preceding.

The increase is deemed exceptional because of poorer recovery conditions caused by greater evaporation during the warmer summer months always known to hamper production. The figure well, showed a total production increase of 7,000 over the May figure, and the Okalta well was also ahead in production, yielding 1,500 barrels more than in May. Several of the Okalta wells showed comparative slumps which if not recorded would have made the June total well over the figured 100,000 barrel production.

Deliveries to the Imperial Oil refinery during May were as follows:

Grade	Quantity	Value
Wells		
Okalta No. 1	11,200	1,120
Okalta No. 2	10,000	1,000
Okalta No. 3	8,000	800
Okalta No. 4	7,000	700
Okalta No. 5	6,000	600
Okalta No. 6	5,000	500
Okalta No. 7	4,000	400
Okalta No. 8	3,000	300
Okalta No. 9	2,000	200
Okalta No. 10	1,000	100
Okalta No. 11	1,000	100
Okalta No. 12	1,000	100
Okalta No. 13	1,000	100
Okalta No. 14	1,000	100
Okalta No. 15	1,000	100
Okalta No. 16	1,000	100
Okalta No. 17	1,000	100
Okalta No. 18	1,000	100
Okalta No. 19	1,000	100
Okalta No. 20	1,000	100
Okalta No. 21	1,000	100
Okalta No. 22	1,000	100
Okalta No. 23	1,000	100
Okalta No. 24	1,000	100
Okalta No. 25	1,000	100
Okalta No. 26	1,000	100
Okalta No. 27	1,000	100
Okalta No. 28	1,000	100
Okalta No. 29	1,000	100
Okalta No. 30	1,000	100
Okalta No. 31	1,000	100
Okalta No. 32	1,000	100
Okalta No. 33	1,000	100
Okalta No. 34	1,000	100
Okalta No. 35	1,000	100
Okalta No. 36	1,000	100
Okalta No. 37	1,000	100
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Okalta No. 94	1,000	100
Okalta No. 95	1,000	100
Okalta No. 96	1,000	100
Okalta No. 97	1,000	100
Okalta No. 98	1,000	100
Okalta No. 99	1,000	100
Okalta No. 100	1,000	100

CALMONT OILS HAS VALUABLE LEASE HOLDS

One of Most Progressive Companies in the Field

Development in the Turner Valley field and on the other side of the field in the Turner Valley field is a lively one, and daily news of wells being brought into production, or re-works that promise to give better results is reaching the public.

One of the most progressive companies in the Turner Valley field is the Calmont Oils Ltd., which is at present drilling six wells in this field.

The company is an absolutely independent outfit and is not tied up in any manner with any of the large oil companies operating in this field.

The entire field has been purchased by this company and there is not a producing well in the field that is not being drilled by the drilling operations of the Calmont Oils.

The drilling operations are in charge of men who have had a large experience in this type of work, and all have had experience in the drilling of some of the largest oil wells in the North American continent.

The equipment being used in the drilling of the well is the latest type of equipment, and is being operated by men who are doing the operating work on the two other wells and will be replaced by rotary rigs as soon as possible.

Work is proceeding without a hitch and one well is now at the 2,000 feet, while other wells are between 500 and 600 feet down. Several other

Potential Producer



One of the derricks which dot the famous Turner Valley field, towards which the eyes of the oil world are turned as geologists declare that there is to be one of the richest oil fields known, producing the highest grade naptha of any oil field on earth.

WEBER BROS. ACTIVITIES WIDESPREAD

Keep Pace With Growth of City in Past 14 Years

Started 14 years ago by Roy and Louis Weber, the firm of Weber Brothers has kept pace with the growth and development of the city until now their activities embrace the business of insurance, real estate, and general agencies.

The firm has a record of rapid development and the general growth of the city has been a factor in the success of the firm.

Charles Lehman, 1913, 30 years ago had 20 years' experience in the handling of gas pump appliances and was established in Edmonton in 1923.

Mr. Lehman's work is well and easily known in the city.

The department has an intimate knowledge of the worth of city and farm lands. The duties of the staff extend to the handling of properties in a cumulative basis, the management of properties for insurance, the outright purchase of farms and city property, purchasing of property for sale and the negotiation of sales, exchange and mortgages of all kinds.

Life Insurance

The aim of the department is to give the best possible service in all cases, and the firm is in a position to handle the business of life insurance in a cumulative basis, the management of properties for insurance, the outright purchase of farms and city property, purchasing of property for sale and the negotiation of sales, exchange and mortgages of all kinds.

Insurance Dept.

Since the inception of the organization of the partnership, has been directly interested in the development of the business of life insurance in a cumulative basis, the management of properties for insurance, the outright purchase of farms and city property, purchasing of property for sale and the negotiation of sales, exchange and mortgages of all kinds.

During the first few days of the company's growth, the insurance department dealt chiefly with fire policies, but with the development of the company as a whole, new lines were added, including accident, sickness, and life insurance.

Particular attention was centered on the many forms of out-of-pocket coverage. This new feature of insurance was met with a bright future in this line and is credited with being the first company in Edmonton to wholeheartedly enter into it with the result that today they rank high among automobile insurance writers.

This special department of Weber Brothers is being expanded in an effort to bring up to date the old and new lines of insurance.

Calmont No. 1 is now at the 5,000 feet.

The Calmont Oils is fully financed by the company.

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Armitage McLean Co. Leaders in Lumber

Founded in Edmonton many years ago under the name of the H. A. Armitage Lumber Company, which was absorbed by the present firm, the Armitage McLean Co. has grown to be a leading firm in the lumber trade in the city.

The expansion allowed by the formation of this company as a separate organization, brought other lines of business into the firm and general agencies were taken for a number of large insurance companies.

The company has a selling force throughout the province of Alberta and Saskatchewan, comprising over 200 men, and conducts one of the largest insurance businesses in the west.

Charles Lehman, 1913, 30 years ago had 20 years' experience in the handling of gas pump appliances and was established in Edmonton in 1923.

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SHREWD INVESTORS ARE BUYING CAMERON Petroleums Limited

Because of their Valuable Holdings on Structure and the Calibre of the Men Composing Their Directorate and Officers of the Company

Financial Structure, Directorate, Management
Incorporated Under the Companies' Act of the Dominion of Canada.

AUTHORIZED CAPITAL
1,000,000 Shares of No Nominal or Par Value
HEAD OFFICE: EDMONTON, ALBERTA

DIRECTORS

All of the Directors of the Company have not yet been elected as it is the intention to have Eastern financial interests who have invested heavily in the Company represented on the Board. The following have already been elected to the Board of Directors.

W. S. HERRON, President of Herron Petroleum, Managing Director of Okalta and Alberta's outstanding oil man.
CHARLES E. CAMPBELL, Publisher and owner of the Edmonton Bulletin, Publisher and owner of the Regina Daily Star, and also has big business interests in Eastern Canada and at the Coast.

A. B. DONNELLY, Managing Director of the North-West Lumber Company.
J. W. HEFFERNAN, R. C. President of the North West Brick and Supply Company Limited, Vice-President of the Edmonton Paint and Glass Company Limited.

E. McDERMICK, Calgary, President of Riley and McCormick, Merchant, and President of McCormick Petroleum Limited.
ALFRED CAMERON, Calgary, Mining man.

M. H. STEWART, Manager, Agency, Edmonton.

PRESIDENT & MANAGING DIRECTOR
J. W. HEFFERNAN, R.C.
Edmonton.

COLLECTORS

W. S. Heffernan & Jackson,
405 McLeod Building, Edmonton, Alberta.

BANKERS: ROYAL BANK OF CANADA

AUDITORS: JAMES A. HENDERSON & COMPANY

602 McLeod Building,
Edmonton, Alberta.

TRANSFER AGENTS

WESTERN TRUST CO.

J. W. Heffernan, R.C. President and Managing Director, is devoting his entire time to the interests of Cameron Petroleum Limited. It is the policy of the Board to reach production in our No. 1 well in the Black Diamond field as quickly as possible and at the minimum of expense. We wish to emphasize here that the management have the benefit of the wealth of experience of Mr. W. S. Herron at all times in promoting the interests and success of the company.



J. W. HEFFERNAN, R.C.
President and Managing Director
Cameron Petroleum Ltd.

The Company's Valuable Holdings
Were Selected by Mr. W. S. Herron
and Geologist Stanley J. Davies

Cameron Petroleum Leases comprise approximately 1500 acres and include choice locations on structure in the Black Diamond Field — In Jumping Pound — In Waite Valley, Highwood and in Milk River.

In all of these areas extensive drilling programs are being carried out by the strongest Companies in the Oil Industry. Imperial Oil Ltd. is drilling in both the Jumping Pound and Highwood Fields and the Commonwealth is drilling close by Cameron Petroleum's properties in Milk River.

On the Black Diamond Structure it is worthy of note that Chinook Oil Ltd., of which Mr. W. S. Herron is Vice-President, has secured acreage on both the north and south boundaries of Cameron Petroleum holdings.

No. 1 well of Cameron Petroleum Ltd. is located on our Black Diamond properties, the site having been selected by W. S. Herron and the Company's Geologist, Stanley J. Davies, A.R.S.M., F.G.S., M.C.I.M., A.M.I.M., P.T., A.M.E.I.C.

Buy Cameron Petroleum Shares at Market

Buy them now and reap the handsome profits when production comes in as did those who invested in the shares of such companies as OKALTA — HOME — ROYALITE, while these companies were still in the initial stages of the development of their acreage. The history of these companies is going to be repeated by Companies now developing the cream of the acreage under sound management.

Listed on the Calgary and Edmonton Stock Exchanges

Application is to be Made in near Future for Listing on Toronto and Vancouver Exchanges.

You can place your order for Cameron Petroleum shares with your own Broker or with any member of the Edmonton or Calgary Stock Exchange, or direct with our office. You will profit by immediate action as the price is steadily advancing on the market.

Complete information and literature regarding the Company's Properties, Geological Reports, Maps, etc., will be furnished on request. Just call, write, wire or phone our office. If you investigate the possibilities of Cameron Petroleum you will want to become a shareholder.

BOWEN & COMPANY

FISCAL AGENTS

— PHONE 4662 —

509-510 Northern Investment Building, Edmonton

Also at

331 Alberta Corner, Calgary

As an example of profits, we reproduce the following table compiled for D. S. Patterson & Company, Inc., Montreal, showing what \$100 invested in some of the Turner Valley Oil Stocks returned in the first three months of this year. One Hundred Dollars invested in the original stock of Royalite Oil Company is worth approximately \$8,000 at March 1st, 1929.

	Price Jan. 1929	Price Mar. 1929	100.00 Advanced in 3 Months	Percentage Profit in 3 Months
Alberta Pacific Consolidated	.58	4.00	\$685.00	580%
Calmont	.72	5.00	694.00	594%
Dalhousie	1.75	8.75	500.00	400%
Devenish	.50	2.25	450.00	350%
Illinois-Alberta	.70	2.00	285.00	185%
Mayland	3.00	13.75	468.00	358%
McDougall, S. Edge	2.15	7.00	325.00	225%
McDougall, S. New	1.35	4.50	333.00	233%
McLeod	4.50	8.75	194.00	94%
Okalta Com.	200.00	200.00	130.00	30%
Okalta Pref.	215.00	350.00	132.00	42%
Regent	.43	1.00	232.00	122%
Royalite	65.00	200.00	307.00	207%
Signal Hill	.14	.75	535.00	435%
Vulcan	1.15	3.50	280.00	186%
Turner Valley	.45	2.00	444.00	344%
Home	3.25	26.00	800.00	700%

1988-1989

Alberta National Park Administered by Federal Department is Asset

Jasper's Diversity Of Beauty Is Praised By World Travellers

Splendid Mountain Peaks, Cascading Waterfalls, Mountain Streams and Lakes, and Grassy Parklands Unexcelled in Any Part of the World

Not far from Edmonton there is a region so remarkable for its canyons, icefields, lakes and waterfalls that it doubts whether even distance could lend it any more comment. It is not further away. The gateway to this scenic wonderland known as Jasper National Park is just 236 miles from the capital city of Alberta. It is the town of Jasper.

Travelers look in three directions into wide and noble valleys. He scarcely guesses that he is about what seems to him a spacious open park there are wild and rugged areas as yet seen only from an aeroplane. Out behind the hills and peaks one views from Jasper, there are beautiful, well-travelled and unpolluted places calling to lovers of high adventure.

ALBERTA HAS ATTRACTIONS FOR HOLIDAY

Great Scenic Beauty and Accessibility Are Big Assets

Alberta has been endowed with many assets of great scenic beauty and accessibility. The province is a vast, open country, with a wide variety of natural resources. The mountains, lakes, and rivers are all of great beauty and interest. The climate is also very favorable for outdoor activities. The province is a great place for a holiday, and it is well worth a visit.

WILD LIFE IN NATURAL PARKS DRAWS VISITORS

Wonderful Game Spectacular in Beaver, Sheep and Other Animals

One of the greatest attractions which draw thousands of visitors annually to the parks is the wild life. The parks are a great place for a holiday, and it is well worth a visit. The wild life is a great asset of the parks, and it is well worth a visit. The parks are a great place for a holiday, and it is well worth a visit.

ALBERTA HAS FINE ZOO AT ELK ISLAND

One of Most Interesting Animal Reserves Close to City

How many Albertans realize that there is a zoo in this province? The zoo is a great place for a holiday, and it is well worth a visit. The zoo is a great place for a holiday, and it is well worth a visit. The zoo is a great place for a holiday, and it is well worth a visit.

WATERFALLS IN JASPER NATIONAL PARK DRAWS VISITORS

One of the Most Beautiful Waterfalls in the World

The falls are a great asset of the park, and it is well worth a visit. The falls are a great asset of the park, and it is well worth a visit. The falls are a great asset of the park, and it is well worth a visit.

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OLD ROUTE

But let's suppose that just as we are about to leave the town of Jasper, we are met by a man who tells us that there is a great place for a holiday. He tells us that there is a great place for a holiday, and it is well worth a visit. He tells us that there is a great place for a holiday, and it is well worth a visit.

The man tells us that there is a great place for a holiday, and it is well worth a visit. He tells us that there is a great place for a holiday, and it is well worth a visit. He tells us that there is a great place for a holiday, and it is well worth a visit.

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One of Most Interesting Animal Reserves Close to City

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Farm Settlements Compete

DISTRICTS OF PROVINCE VIE IN FARM SHOW

Fine Exhibits Received From Smaller Communities in Alberta

One of the "big things" at the forthcoming 1929 Edmonton Exhibition, July 15-25, is the competition for district exhibits, staged in the agricultural section. These are a point of attraction for all visitors and a great deal of interest is displayed in the exhibits, which in reality are an illustration of community effort, enabling everybody in a particular district to contribute their help in this way of progress.

Exhibits have been received by the exhibition managers from Pembina, Victoria, Wainwright, Ponoka, Weyburn, Hodge and Alberta, and other points.

Each district has built up its own display being allowed a floor space of 10 by 10 feet, backed up by a wall space of 15 feet in length.

Exhibits include all products of the farm with the exception of live or flower stock, and they must be matured in the open. Points, however, are only allowed for live stock, poultry, and small animals. Native fruits, local vegetables and roots, and other products of the soil, and small animals, are also included. Exhibits of 1928, forage plants, grain, produce of 1929, forage plants, and other products of the soil, are also included. Exhibits of 1928, forage plants, grain, produce of 1929, forage plants, and other products of the soil, are also included.

There must be sufficient quantity of each exhibit to make a fair representation, and must be suitable for display. The exhibits must be arranged in a neat and attractive manner, and must be suitable for display. The exhibits must be arranged in a neat and attractive manner, and must be suitable for display.

No less than ten cash prizes ranging from \$10 to \$100 are awarded in this contest, in addition to the challenge trophy given by the provincial department of agriculture, and the 2. Challenge challenge cup.

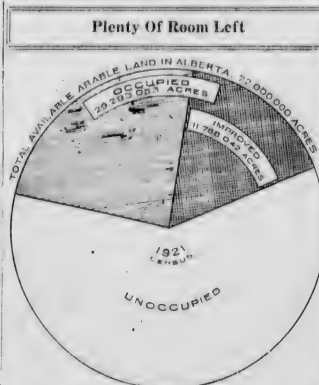
CAT LOVERS SEE MUCH TO PLEASE THEM

Exhibition Display of Feline Beauties Fought Ahead of All Previous Years

For the feline-headed spectators there is great opportunity to enjoy a display of the cat show of the 1929 Edmonton Exhibition, which is being held at the exhibition grounds, July 15-25. In the championship section, cats are divided for show by color, breed, and sex. The cats are divided into four classes: black, white, tabby, and mixed. The cats are divided into four classes: black, white, tabby, and mixed. The cats are divided into four classes: black, white, tabby, and mixed. The cats are divided into four classes: black, white, tabby, and mixed.

It might be pointed out that there is considerable difference between a kitten and a "kitten." The kitten class is open to kittens between the age of four and eight months. Junior kittens are those under four months old. The kitten classes are open to cats that have not been shown at any previous show of the Edmonton Exhibition. The kitten classes are open to cats that have not been shown at any previous show of the Edmonton Exhibition.

Challenge Cup There are challenge cups for the best kitten of each color.



Not all of Alberta's natural wealth is tied up in farms and coal mines. Here is seen a valuable stand of tall timber in the Whitecourt district.

Tent and Mattress Co. Leading Field

M. Kenneth is President of One of City's Oldest Firms

With leadership comes responsibility. Since 1885 the Edmonton Tent and Mattress Company, Limited, has been a business in Edmonton catering to the wants of persons along the line of canvas awnings, etc. which cater to those who are in the line of the house to give it that airy appearance.

M. Kenneth is the president of the firm and George W. Emery is secretary. The Edmonton Tent and Mattress Company supplies everything for the comfort of the camper or motor tourist, who intends to spend the night in the open. They have camp furniture, camp stoves, folding beds, the heater, and all the things that are needed for the camper.

The firm also handles the famous Gold Medal folding furniture which for many years has been the accepted standard of the out-of-door man and woman. The Gold Medal folding furniture is made of the best materials and is of the most durable construction. It is of the most durable construction. It is of the most durable construction.

Edmonton Tent and Mattress Co., Ltd., averages also are well known in the city, some of the finest residences and business buildings there is. These are the best of the best of the best.

LARGE AREA PHOTOGRAPHED Thirty-five thousand eight hundred square miles were covered in Canada during the season of 1928 by the aerial photography taken by the Topographical Survey, Department of the Interior.

GORMANS LTD. ARE PIONEERS

Builders' Supplies Firm is Noted for Prompt Delivery

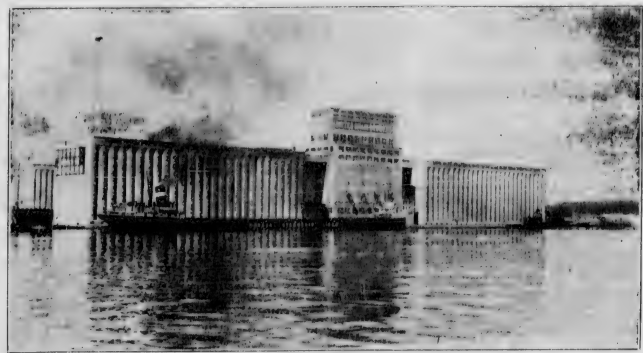
Gormans Limited, dealers in building supplies, paint and mill supplies and machinery, located at 1024-1026 13th Street, Edmonton, with a head office and warehouse at Drumheller, is one of the pioneer business houses of Edmonton.

The business was founded in 1904 by the late J. Gorman who was President of the firm until his death in 1926. Mr. Gorman's interest in the company was taken over by J. G. Gorman, Charles R. Gorman, J. E. Walsh and P. J. Kibben, all of whom have been connected with the company for many years. The company is now owned entirely by the four parties mentioned, all of whom are residents of Edmonton and are active in the business.

The company carries large stocks of all building materials, including cement, plaster, lime, metal lath, shingles, etc., and has the latest building materials etc. and is noted for its prompt delivery.

Complete stocks are also carried of all mining tools and supplies. Also, belting, rigging, pumps, rollers, etc., and all the things that are needed for the miner. The company is a member of the Canadian Manufacturers' Association and is a member of the Alberta Manufacturers' Association.

"MAINTAINING OUR HIGHWAYS" The total amount spent on the highway and maintenance of Canadian roads annually is well over \$40,000,000.



United Grain Growers Limited Terminal Elevator at Port Arthur, Ont. Capacity 5,500,000 Bushels.

UNITED GRAIN GROWERS LIMITED

Operating country grain elevators at more than 400 points in Manitoba, Saskatchewan and Alberta.

Terminal Elevator at Port Arthur, Ont., capacity 5,500,000 bushels.

Terminal Elevator at Vancouver, B.C., capacity 1,600,000 bushels.

Coal, Flour, Feed, Binder Twine, and other farm supplies furnished to farmers both at elevator points and hundreds of other points in the West.

Founded 1906. A history of twenty-three years' growth, keeping pace with development of Prairie Provinces.

Owned by more than thirty thousand farmers in the Western Provinces.

TRUDEL FUR MFG. CO., LTD.

Oldest Furriers In The West

Manufacturers

— of —

— FINE FURS —

BUFFALO
COATS
ROBES

MATS
REPAIRS
STORAGE

"The Buffalo King"

10028 102nd Avenue

Phone 2213

EDMONTON

Wainwright's Herd of "Lords of Prairie" Prove Big Attraction to Many

Buffalo Park Near Edmonton, Biggest Animal Enclosure

Story of Herd at Wainwright—One of Romance—Nearly 5,000 Head Bred Since 1907

Dominant of the old frontier days of the great northwest when countless herds of buffalo roamed the vast rolling plains is Wainwright, Park, home of Canada's main buffalo herd and the largest wild animal enclosure in the world. Wainwright, now a city of 12,000, was once a small settlement on the edge of the Canadian National Park. It was in 1907 that the Canadian government decided to establish a herd of buffalo on the prairie east of the city and on the main line of the Canadian National Railway. Since then to 5,000 head of buffalo are now reared in the park.

Buffalo Park, as this resort is known, was set aside by an act of parliament in 1908 to provide a home for the buffalo herd which had been acquired from the United States. The story of this herd, which was the start of the present huge number of buffalo, is an interesting one. In 1897, 300 animals were imported into the park, 200 from the United States and 100 from the Canadian National Park. The herd was then divided into two sections, one for the United States and one for the Canadian National Park. The United States section was the larger and was the one that was most successful. It was in 1907 that the Canadian government decided to establish a herd of buffalo on the prairie east of the city and on the main line of the Canadian National Railway. Since then to 5,000 head of buffalo are now reared in the park.

nearly 2,000 head of buffalo were running and thriving on a range of their own. After careful investigation of conditions in this area it was found that they would be a valuable range for some of the various buffalo animals. In this way a new herd could be built up in the north and the further distances could be used as a source of eliminating undesirable and inferior animals from the number remaining in the herd.

Accordingly, early in the summer of 1907 a section was made of 1,000 young buffalo in the park and the herd was divided into two sections. One section was to be used for the purpose of breeding and the other for the purpose of eliminating undesirable and inferior animals from the number remaining in the herd.

In their new environment the buffalo thrived and increased. It was not long until they were quite numerous and it was found that the herd was a valuable range for some of the various buffalo animals. In this way a new herd could be built up in the north and the further distances could be used as a source of eliminating undesirable and inferior animals from the number remaining in the herd.

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Glacial Snows

Mountains and Glaciers are a feature of Jasper Park country.

The yak are an important now being used in experimental work conducted by the department of agriculture in an effort to effect a cross between the buffalo and domestic cattle. This work is conducted by officers of the department and a section has been set aside for this purpose. The experiment is still in its early stages and the land is unfit for cultivation. However, there is a section of the herd which are set aside in the southern part of the park where hay and grain can be grown. The amount of grain raised each year is sufficient to the needs of the buffalo and a substantial surplus is available for other national stock for use.

Although the buffalo found themselves on the open range through the entire year, providing a means for their welfare in severe seasons. A section of the herd is fenced off as winter quarters and no animals are allowed to leave during the winter season. Late in the fall the animals are herded into this pasture and kept there during the winter. In this way they are saved from the winter and are fed on hay and grain. The animals are also fed on hay and grain during the winter. In this way they are saved from the winter and are fed on hay and grain.

The Glories of Camping



Camping out can be made into a glorious time but it's possibility cannot be fully realized until you have inspected our wonderful stock of camp equipment. We have tents for every purpose and every pocket and everything at hand to make your stay under canvas a real holiday.

EDMONTON TENT & MATTRESS CO. Recreation Fresh Air "Under Canvas" "Under Canvas" PHONE 1763 1023-1024 ST. EDMONTON ALBERTA C.W. EMERY, MANAGER

scattered clumps of light brush and for the most part. There are many picturesque parts in the north and many beautiful parts in the south. The buffalo are not alone in the park, yak, made deer, antelope and many other animals are also present. The buffalo are not alone in the park, yak, made deer, antelope and many other animals are also present.

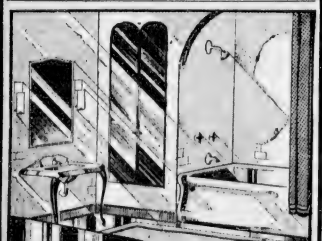
wood condition. An exhibit paddock has been established in the vicinity of the main gate where a number of animals are kept for exhibition purposes. The buffalo are not alone in the park, yak, made deer, antelope and many other animals are also present. The buffalo are not alone in the park, yak, made deer, antelope and many other animals are also present.

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It is probable that Wainwright was a story in its own right, but the part of the story is that the United States government was also equally interested. The fact that the United States government was also equally interested in the herd is a fact that is well known. The United States government was also equally interested in the herd is a fact that is well known.

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The LUXURY And Beauty of The BATHROOM

Impart an Air of Elegance and Dignity to the house out of all proportion to the moderate cost of installation

WE SPECIALIZE In High-Class Plumbing and Heating as witness the important contract work undertaken by this firm, including:

- Marshall-Wells Building
- Garnau School
- General and Misericordia Hospitals
- Archbishop O'Leary's Palace
- Sprinkler System Great West Garment Factory
- New C.N.R. Station

H. KELLY and Company Limited

10041 101A Avenue Phone 1644 1645



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With its roots in the day of the pioneer, the reputation of this organization has, with each succeeding year, proceeded from strength to strength in loyal and efficient service to the man whose toil gives fruitfulness to the earth, bread to the wide world, and wealth and renown to our country—

The Grain Grower

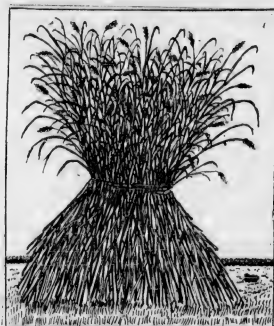
- CLAIRMONT
- SEMSMITH
- DONNELLY
- BEAVER LODGE
- and
- SPIRIT RIVER
- RYCROFT
- HIGH PRAIRIE

IN THE PEACE RIVER DISTRICT



Home Grain Company LIMITED

**Operating
300
Elevators
in
Alberta
and
Saskatchewan**



**Specializing
in
Farmers'
Shipments
to
Vancouver**

COAL SHEDS — — FLOUR SHEDS

THE HOME GRAIN COMPANY and subsidiary companies represent, for the western grain grower, an organized, efficient and widespread chain of service. Operating terminals at Vancouver and Fort William, linked with every facility for the movement and marketing of grain, our interests are indissolubly bound up with the growth and development of Alberta.

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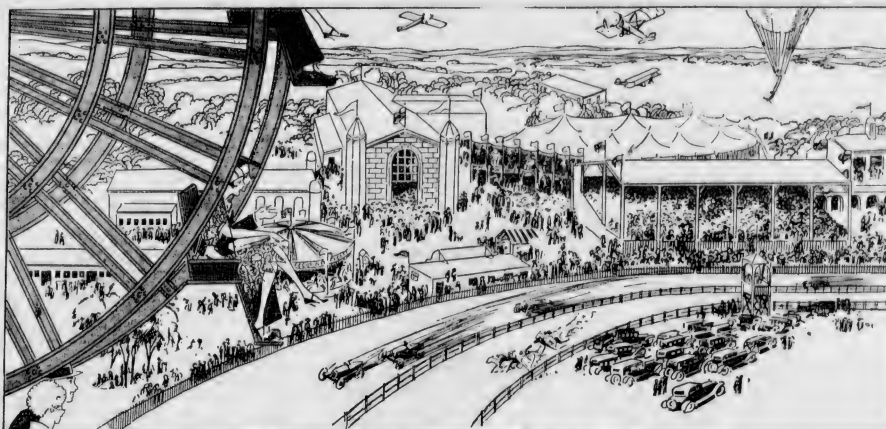
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FIRST
EXHIBITION
HELD AT FORT
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1879



The
Golden
Jubilee
Ex.
Be There

Opening
Ceremony
by the
HON.
FRANK
OLIVER
at 8 p.m.



MONDAY
July 15th

EDMONTON EXHIBITION

50th Anniversary Celebration
JULY 15-20, 1929

MAMMOTH STREET PARADE

Monday, July 15,
at 1 p.m.
18 Bands,
1000 Boy Scouts
40 Giant Floats
Old-Timers Section

AND GRAND PAGEANT

Every Evening 1000 Performers in the "ARABIAN NIGHTS"

MONDAY, JULY 15

Feature Day
Mammoth Street Parade
Official Opening by
Hon. Frank Oliver.
Amateur Band Contest
Poultry Show all the Week
Cut-Price Admission Free

TUESDAY, JULY 16

Farmers' Day
Commencement of Live Stock
Judging
Beginning of Horse Shoe
Pitching Tournament
Cat Show
Dog Show

WEDNESDAY, JULY 17

Citizens' Day
Dog Show
Cat Show

THURSDAY, JULY 18

Live Stock Review Day
Canary Show
Dog Show

FRIDAY, JULY 19

Sports Day

SATURDAY, JULY 20

Carnival Day

Grand Stand Attractions

California Poppies
Duncan's Collies
The Six Galenos
Christopher and
Columbus
Will Morris
De Stey Troupe



Horse Races Every Day Fireworks Every Night

Observation Balloon—Passenger Trips
And Grand Night Spectacle—"Niagara Falls on Fire"

PRICES OF ADMISSION:

Gate 50c. After 6 p.m. 25c. Stand 50c. Reserved Seats 75c.
Special for Opening Day—Gate 25c. Stand 25c; 500 only Reserved Seats
at 50c

F. W. ABBOTT,
Managing Director.

E. L. HOLMES,
Secretary.



Concerts Daily
by Band of the
Princess Pat's
Canadian Light
Infantry



Old-Timers' Day
Re-union and
Fete
Monday, July 15
Meet at the Log
Cabin



Dominion Calls Attractive to Seekers of New Homes in Land of Wealth

Canada, Thriving Land of Homes and Profitable Farms

Less Than One-fifth of Available Land so Far Taken Up—Last Great Rushes to be Staged Here

Three hundred million acres of land suitable for farming, less within the borders of Canada and of this vast acreage less than 60,000,000, or about one-fifth, acres are under cultivation. Western Canada alone has about 140,000,000 acres awaiting settlement.

Canada presents a strong appeal to all those who wish to make a new home in a new land, it being a country where land is cheap and fertile. The Dominion contains the last great areas of virgin farm land in the North American continent and the climate is almost identical with that of the adjoining northern states in the United States.

PEOPLE HAVE GREAT LIBERTY—HAPPINESS

In no country do the people enjoy a greater opportunity for life, liberty and pursuit of happiness than in Canada. It is a land of peace and fair laws, where are cultivated thought, law and order.

Canada is a land of home-ownership. The Dominion is a country where the farmer living in the farming district has a right to his own land and the right to sell it at a profit. The Dominion is a country where the farmer can make a fortune in a few years, often as in 15 to 20 years, and where the farmer can make a fortune in a few years, often as in 15 to 20 years, and where the farmer can make a fortune in a few years, often as in 15 to 20 years.

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Some idea of an Alberta crop can be gained from this picture of an Alberta farmer looking over his fields before cutting.

PAGEANT WILL PRESENT VIVID EASTERN TALE

Story of Arabian Nights and Immortal Scherezade to be Told

Here is the story of the "Arabian Nights," the pageant to be presented during the week in front of the bandstand, by nearly 1000 musicians.

NATIONAL CASH REGISTER CO. STILL GROWS

Branch Was Established in This City in 1901

Wherever money is used in the trading markets of the world, there is a demand for National Cash Registers. The National Cash Register Co. is a company that has been in business since 1884, and it is still growing.

The National Cash Register Co. is a company that has been in business since 1884, and it is still growing. The company has a long history of success, and it is still growing today.

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READY MIXED CONCRETE AIDS CITY BUILDERS

Emil Skarin and R. C. Marshall Head New Company

Greatly facilitating the work of Edmonton builders and contractors, the plan of the Alberta Concrete Products Company, Ltd., turns out ready mixed concrete. It is a company that has been in business since 1928, and it is still growing.

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Trudel Fur Mfg. Co. Old Timer in City

Established in 1912, the Trudel Fur Manufacturing Co. is a company that has been in business since 1912, and it is still growing. The company has a long history of success, and it is still growing today.

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CHILDREN'S SWINE CLUBS SUCCESSFUL

Movement Growing, Reports Supervisor S. G. Carlyle

The following is the annual report of the Alberta Boys and Girls Club, Inc., for the year 1928-1929. The club has been successful in its work, and it is still growing.

The Alberta Boys and Girls Club, Inc., is a club that has been successful in its work, and it is still growing. The club has a long history of success, and it is still growing today.

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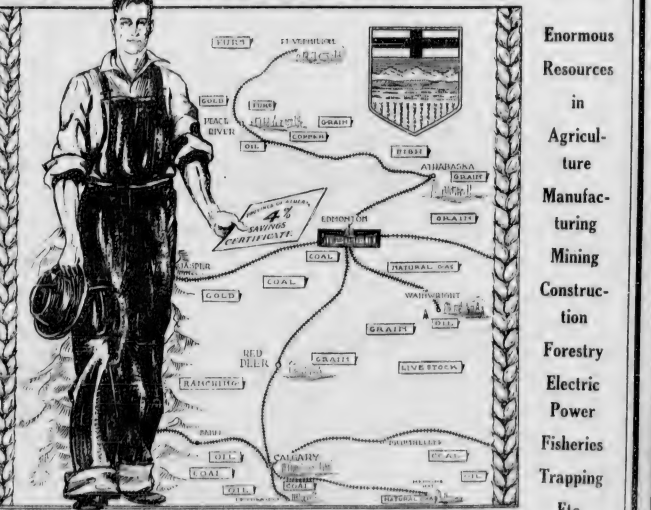
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"MY SAVINGS ARE BACKED BY THE ENTIRE RESOURCES OF THE PROVINCE OF ALBERTA"



Buy PRINCE OF ALBERTA 4% SAVINGS CERTIFICATES

PURCHASED AND REDEEMED AT PAR —PAYABLE ON DEMAND—

HON. R. G. REID
Provincial Treasurer

W. V. NEWSON
Deputy Provincial Treasurer

Parliament Buildings, Edmonton, Alberta

Edmonton Boasts of Riches Stored by Nature in Ground

This City Centre Of Rich Coal Mine Area; Great Value

Whole Province Boasts of Various Types of Coal—17 Per Cent. of World's Resources

Edmonton is the centre of a rich coal mining area, it being estimated that there are over 3,000,000,000 tons of coal within a few miles of the city, and even within the city limits there are huge deposits that are now being actively mined. Not only is domestic coal mined in this district and in the city, but Edmonton is within easy rail haul of the huge bituminous and sub-bituminous field in the foothills of the Rockies to the west.

The whole province of Alberta, particularly rich in coal deposits, is particularly rich in coal deposits, the quantity of which ranges from bituminous and even semi-bituminous, to the anti-structure of the Rocky Mountain, extending over a large part of the western half of the province, to the lignite of the Belly River, Edmonton and Pasqua formations, underlying a very large portion of the foothills of the eastern or plains area.

Estimates place the coal deposits of Alberta at 17 per cent. of the coal resources of the world, and approximately 87 per cent. of the coal resources of Canada. The total coal resources of Canada, however, are not available for use, and the available coal is estimated to be approximately 100,000,000 tons.

The above estimate has frequently been quoted as representing the available coal supply of Alberta. It is not, however, the case. There is a great distinction between coal resources and available coal supply. An estimate of coal resources naturally includes all known coal fields, and possibly a large percentage of those not known. In the 1925-26 report of the Geological Survey of Canada, an estimate of the amount of coal that can be mined is given, and this is estimated to be approximately 100,000,000 tons.

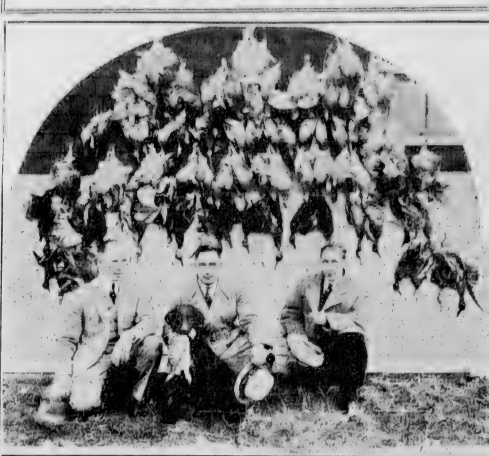
A fairly detailed estimate of the available coal supply for the various coal mining districts was given in the 1925-26 report of the Geological Survey of Canada, and this is estimated to be approximately 100,000,000 tons.

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A Day's Bag In Alberta



WITH THE GUNS

Alberta offers sportmen the finest shooting and fishing in the world, and a day with rod or gun is almost certain of results.

over, it is not serious and offers a promising field for re-operation and development. Although production is scattered over a wide area and distributed among more than 500 mines, the output is comparatively few. According to the Alberta Coal Commission, in 1922 of the 12 bituminous mines in operation, nine produced over 50,000 tons each and the remainder produced less than 50,000 tons. The total output of the bituminous mines in 1922 was 1,100,000 tons. The output of the sub-bituminous mines in 1922 was 1,100,000 tons. The total output of the bituminous and sub-bituminous mines in 1922 was 2,200,000 tons.

The chief handicap to the development of Alberta's coal resources, strange to say, has been her superior position. The superior position of the coal fields in Alberta has been a handicap to the development of the coal industry. The superior position of the coal fields in Alberta has been a handicap to the development of the coal industry.

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EXPERTS WILL TOSS SHOES IN DAILY EVENT

Horseshoe Tournament is Likely to Attract Attention—Big List Entries

Conditions are now complete for the organization of the National Horseshoe Tournament at the Edmonton Exhibition, which will be held from July 15-20. A similar event was held in 1928, and the entry is anticipated. The tournament is held under the rules of the National Horseshoe Players' Association of America, and will be held over Tuesday, Wednesday, Thursday and Friday in Edmonton. There are four main events and in addition 17 special events.

The competitors are the Ferguson, Chalmers, and Williams. The tournament is held under the rules of the National Horseshoe Players' Association of America, and will be held over Tuesday, Wednesday, Thursday and Friday in Edmonton. There are four main events and in addition 17 special events.

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GORMAN'S —LIMITED—

The House of Service

FOR

Building Materials

Mine and Mill Supplies, Machinery

Complete Stocks

of

Cement
Plaster
Lime
Flue Lining
Sewer Pipe
Metal Lath
Corner Beads
Stucco
Limefett
Fibrolite
Fire Brick
Face Brick
Mortar Colors
Wall Board, Etc.

Prompt Delivery

We Also Carry Complete Stocks

or

Mine Supplies and Machinery

Estimates and Full Particulars
Cheerfully Given

Write or Phone Us

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10238 104 St., Edmonton

"Something Very Nice"

When you feel that it's time to eat, but your appetite fails to respond to the ordinary promptings — when you want to eat, but after a mental review of the different sorts of eatables, you cannot think of anything tempting enough — just step into Johnson's Cafe and leave us to solve the problem. Food is our specialty, and we know always just what it is the "inner man" is craving for. JUST COME IN AND SEE IF WE DON'T.

Johnson's Cafe

"Where a Fresh Appetite is Served With Every Dish"

Corner Jasper Avenue and 101st Street

FIFTY YEARS of PROGRESS 1879-1929



Head Office, Calgary, Alta.

From the small beginnings shown to the right have developed large modern and splendidly equipped Abattoirs and Cold Storage Plants at

CALGARY AND EDMONTON, ALTA.

Vancouver, B.C.

Regina and

Prince Albert, Sask.

and

Winnipeg, Man.

Where the products of Western Canadian farms are prepared for the dinner tables of the world, and thousands of men and women are employed.

Fifty years ago P. BURNS, the founder of the meat packing industry of Western Canada, came to the prairies and laid the foundations of the business now carried on in the name of

Burns & Co., Limited



First Office Building Erected Calgary in 1900



First Packing Plant Erected in Calgary in 1898



Packing Plant, Edmonton, Alta., Erected 1911.

Look for the Company's Brands

SHAMROCK

Cooked Meats
Ham
Bacon
Lard
Sausage
Eggs

Handpats Butter
Goldenloaf Cheese
Assorted Slices

Our Products are
Government Inspected

PACKING HOUSE, CALGARY, ALTA.

ERECTED, 1913

BURNS & CO., LIMITED CANADA

whose manufactures represent approximately 48 and 38 per cent respectively of the total production. It is therefore abundantly evident that while Alberta has already made a fair start in her industrial development there is still room for much further expansion.

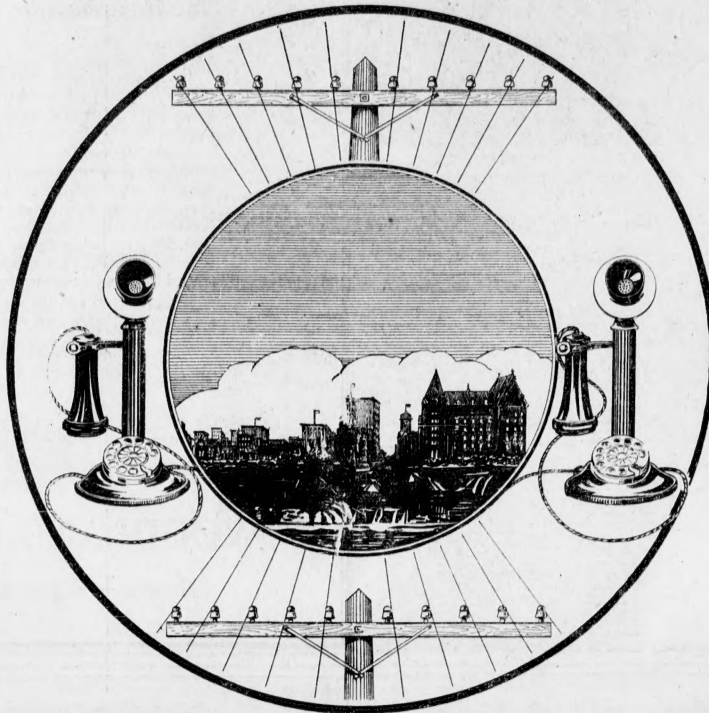
In conclusion it may be said that nature has endowed this province with many natural assets affording unexcelled attractions not only for the casual visitor, but for the permanent homeseeker.

Send your orders to the EDMONTON WAREHOUSE of the old reliable Dry Goods House, which for nearly 50 years past, has and will continue to provide you with the best assortment of quality merchandise, at the lowest possible price at which such merchandise can be sold.

FIFTY YEARS THE HUB of the NORTH-WEST

EDMONTON CENTRES

The
INDUSTRY
of
DEVELOPMENT



The
ENTERPRISE
of
SCIENCE

The
ENERGY
of
ELECTRICITY

AND

THE LONG DISTANCE TELEPHONE HAS HELPED HER GROW

A HUNDRED FEET OF LINE IN 1876 HAVE GROWN TO A WORLD WIDE NETWORK. NEIGHBORS, ACROSS THE STREET, ACROSS THE CONTINENT, ACROSS HALF THE WORLD CAN TALK AS EASILY AS ACROSS A ROOM.

The Alberta Government Telephones Brings the World Network to Edmonton

RAPID COMMUNICATION OVER LONG DISTANCE IS NO LONGER A LUXURY, BUT NECESSARY, DEMANDED AND SUPPLIED AT EVER INCREASING SPEED AND EFFICIENCY. THE ALBERTA GOVERNMENT TELEPHONES HAS ON SEVERAL OCCASIONS PIONEERED THE LATER DEVELOPMENTS FOR THE DOMINION OF CANADA AND STANDS TODAY IN THE FRONT RANK OF LONG DISTANCE TELEPHONE FACILITIES.

TO EDMONTON

EDMONTON HAS ENJOYED A GENEROUS SHARE OF THESE DEVELOPMENTS. CONNECTIONS TO ALL PARTS OF ALBERTA ARE A MATTER OF MINUTES—OF SECONDS FOR HER NEARER NEIGHBORS. THE MERCHANT'S MARKETS ARE BROUGHT TO HIS DESK AND THE FARMER FINDS HUNDREDS READY TO SERVE HIM AT THE END OF HIS TELEPHONE LINE. THE CITY MUST HAVE SPEEDY COMMUNICATION WITH HER CUSTOMERS AND HER NEIGHBORS. LONG DISTANCE SUPPLIES IT.

FROM EDMONTON

Fast Service — Good Service — Cheap Service

"THE SILENT PARTNER"

ALBERTA GOVERNMENT TELEPHONES

HEAD OFFICES

— — EDMONTON

Root Crops in South Bring Big Profit

SUGAR BEETS BRING MONEY TO PROVINCE

Experiment Made Four Years Ago Has Proven Successful

Sugar beet production under modern methods has been successfully established in Alberta and growers who undertook the experiment four years ago feel that their faith in sunny Alberta has been amply justified. Last year southern Alberta beets topped the market for sugar content with an average amount of nearly 18 per cent, an increase of 3.5 per cent over the first year, 1925. This is a higher average than that of any state in the United States growing this crop.

Raymond, Alberta, was the scene of the first venture in sugar beet growing, these Knights of Utah, having established a small factory there in 1904 and commenced the industry on the virgin prairie without irrigation. The crop was rapidly eclipsed by tremendous grain yields, and after struggling along for a few years the factory was moved back to Utah.

But because of weed infestation, drought and continuous cropping, the farmers in the vicinity found their grain declining, and realized the need of a cultivated crop to keep out their irrigation farming insects. Naturally they turned to the crop which had proved most useful for that purpose in their old homes in Utah and Idaho.

Start of Industry
However, through the agency of the Board of Trade a campaign for a sugar beet factory was conducted. It was three years of demonstration plots, visits by sugar experts and irrigation authorities, before finally the Utah-Idaho Sugar Company agreed to build the factory. Operations for building commenced in 1925.

The farmers between Cardston and the river and Taber on the east agreed to plant not less than 5,000 acres of beets on irrigated lands if the factory were located anywhere on that territory.

The plant was erected by the Canadian Sugar Factories Limited with an ultimate capacity of 1,000 tons of beets daily. It has been made possible in every respect and is especially equipped to produce the highest grade of refined sugar. Elaborate machinery has been provided to take adequate care of farmers' deliveries.

Beets receiving station have been built, beetles operating portable beet houses at delivery points. Excluding houses for employees, the Canadian Sugar Factories have a total investment of over \$1,500,000.

2,000 Acres Contracted
The statistics of the year's operations show that approximately 7,000 acres were contracted for beets, but of this amount only 6,500 acres were planted, the balance being deserted because of the long haul and unsuitable land. About 100 tons of beets were lost in the spring through wind damage, poor seed and insect attacks. Another 100 acres were abandoned in the fall because of insect damage. About 5,000 acres were harvested and approximately 45,000 tons delivered to the sugar factory. Of this acreage a considerable area was grown on land and not irrigated. From 1925



10,000 acres of beets the factory was able to extract less than 200 pounds of sugar to the ton of beets brought. The extraction being low because of its shrinkage, low sugar content and purity of the beets. The sugar produced, however, was of excellent quality and is being well received.

Brings Money Here
Materials for the buildings and maintenance of the plant and for its operation have brought money into Alberta. The brick and tiles being shipped from Redcliff, the cement from Exshaw, lime rock and lime from Blairmore, coal from the vicinity of Lethbridge, oil from the Alberta fields.

Through its colonization department, the Canadian Pacific has done a great deal to supply the necessary seed and labor. The provincial government, by establishing beet growers' credit societies, assisted in financing the crop, while the wheelbarrow and other implements supplied by the year's experience, the farmers of southern Alberta will grow at least 10,000 acres of beets next year, producing a capacity run for the factory and thus laying the foundation for additional investment.

UNCLE BEN'S GOOD RECORD

Is One of the Outstanding Sporting Stores in Western Canada

Established in 1912, Uncle Ben's Exchange which is operated by Mr. B. Leivovitch has enjoyed an ever increasing growth of business until it is now ranked as the largest store of its kind in Western Canada.

Uncle Ben's Exchange is widely known to all sportsmen. It is a long men and Mr. Leivovitch has a long sporting connection with the sportsmen and traders in the far north. He is especially expert in the complete requirements in outfitting these parties

DAIRYING BIG INDUSTRY NOW IN EDMONTON

City Has Become the Centre of Rich District

With mixed farming in Alberta becoming more and more prevalent, Edmonton finds itself in the centre of a rich dairying district with favorable soil and climatic conditions conducive to the production of great quantities of succulent feed grain and forage crops.

All the year round the temperature is favorable, although in winter there are periods of extremely cold weather. These, however, are free from the ravages of more humid climates and the conditions of the soil are such that the summer, the crops are cool, a factor in the health of dairy cattle.

Central Alberta is eminently suited for mixed farming and dairying. The distribution of dairy factories illustrates the progress made. Nearly an urban centre but has its plant for the manufacture of butter and cheese from the cream and milk produced on the surrounding farms.

Wheat and other field crops still hold first place among the commodities produced on Alberta farms but there is a growing tendency toward mixed farming. In no other part of the province is dairymen on such a firm foundation as in central Alberta and few farmers in the Edmonton district have turned their activities to any one class of farming.

To many of them the arrival of the twenty cream shovels is a regular occurrence and an income supplemented by receipts from poultry, hogs or cattle is more than welcome in years of crop failure.

The sound basic condition of agriculture in the west makes dairymen is far reaching in its effect helping to maintain the growth and permanency of business throughout the whole district. Urban centers, dependent on the prosperity of the dairy industry, are thus created.

The success of dairying and mixed farming has been the strongest contributing factor to the growth and permanency of the whole business of central Alberta, and it marks this district not only as an ideal location for the prospective settler and farmer but as a promising field for investment and business enterprise.

When farm lands back to civilization and march into the north.

The store is located on the ground floor of the Adams building, at 1014, five thousand square feet of floor space and one hundred and twenty-five feet of window display carrying credit to the store's success.

It is the only store in the district which carries such a large display of sporting goods and a great many varieties in other lines of merchandise.

A modern and up-to-date retail department is maintained where all kinds of remodeling and repair work on firearms and sporting requisites of all kinds is carried on.

CANADA CREOSOTING CO.

LTD.

Timber Preserved Against Decay
BY
Treatment Under Pressure with Creosote

TIES	PAVING BLOCKS	BRIDGES
PILING	FENCE POSTS	TIMBERS
POLES	MINE PROPS	CULVERTS

Associated with Vancouver Creosoting Co., Ltd.

Alberta Wood Preserving Co., Ltd.

PLANTS AT

Vancouver, B.C.	Edmonton, Alta.	Calgary, Alta.
Winnipeg, Man.	Sudbury, Ont.	Trenton, Ont.
Montreal, Que.	Truro, N.S.	Newcastle, N.B.
Sydney, N.S.	New Westminster, B.C. (Under Construction)	

HEAD OFFICE

423 Canada Cement Co. Bldg.
Montreal, Que.

Western Commercial Representatives:

Alberta Wood Preserving Co. Ltd.
Calgary, Alta.

Half A Century of Progress By the Edmonton Exhibition

ONE QUARTER CENTURY OF PROGRESS

BY THE

E.C.D. COMPANY LTD.

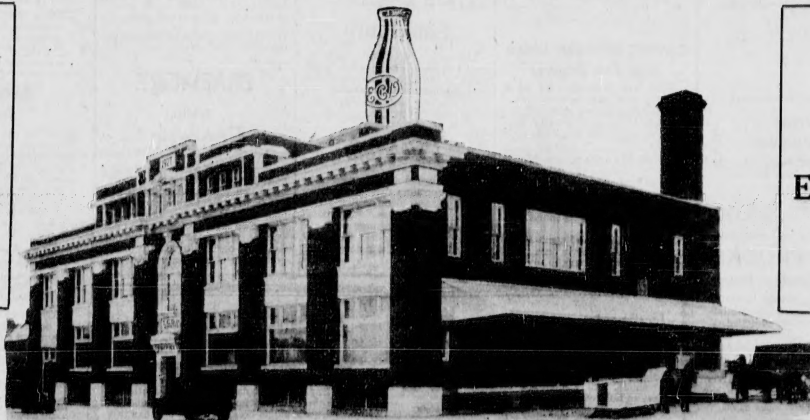
In Supplying High Quality Dairy Products To the Citizens of Edmonton

VISITORS
to the
EDMONTON EXHIBITION
will be
WELCOME
to pay us a visit, either at
our
BOOTH
in the
Manufacturers' Building
or at our
MODERN DAIRY AND
ICE CREAM PLANT
Cor. 109th St. and 102nd Ave.

THE HOME OF
E.C.D. CHOICE DAIRY
PRODUCTS

Pasteurized Milk
Superior Milk
Cream-Whipping Cream
Buttermilk-Lactonic
Cottage Cheese
Stilkicious, and
Velvet Ice Cream

PHONE
9264



We are proud of the precautions we take and the equipment we have for furnishing:

Pure-Rich-Safe, Milk, Properly Pasteurized
THE E. C. D. COMPANY, LTD.
"We Have A White Wagon on Every Street Every Day"

A
MODERN PLANT
OF SANITARY
AND EFFICIENT
OPERATION
E.C.D. MILK
is secured from the
BEST FARMS
near to
EDMONTON

ALL FARMERS producing our
milk MUST COMPLY with RIGID
requirements as to SANITATION
and CLEANLINESS. The cows
are well cared for and carefully
guarded against disease.

PHONE
9264

EDMONTON EXHIBITION VISITORS

Will Find A Hearty Western Welcome at The New EATON Store



TO MANY hundreds of Exhibition visitors this year—next only in importance to a visit to the great Fair will be a shopping trip to Eaton's. The extension of the Eaton Store service to Edmonton has brought to this fast-growing centre many of the advantages of price and selection formerly enjoyed only in the larger cities of the East.

You will find the new Eaton Store (which occupies the site of the former Ramsey store on 101st Street) to be very interesting in the beautiful displays of merchandise it presents—the new and varied stocks—and in the notably good-value prices it features.

Feel free and welcome to look around and to ask questions about the goods—or about any merchandise you may be interested in.

EATON Merchandising Methods

HAVE been brought to efficiency during sixty years of sound business activity, carried on entirely in Canada. As part of this great EATON organization, the Edmonton store presents a sterling type of retail service.

It is proving a worthy addition to those other fine Eaton stores in Canadian cities, Toronto, Winnipeg, Montreal, Hamilton, Halifax, Regina, Saskatoon, Moose Jaw, Calgary.

Its policy of cash dealing not only assures best possible values throughout a season's shopping, but carries with it the reassuring Eaton guarantee of GOODS SATISFACTORY or MONEY REFUNDED.

Especially Make it a Point of Seeing Our Branded Lines Which are Listed Below

Eatonia

Full-Fashioned Silk Hose Best Silk Stocking We Know of for \$1.50

EATONIA Silk Stockings have the delicately sheer appearance of chiffon—because they're knitted on very fine-gauge machines. Actually they are as long wearing as the heaviest service-weight customers tell us some of them see "active service" for literally months!

Eatonia's fit with elastic shirring at the heel and toe is not worn out, it is, in fact, fully. The leg is long. All sizes and all the favorite shades. Square or point heel.

\$1.50 Pair



Eatonia Hankies for Women Tiny Squares of Pure Linen

Snowy linen 'kerchiefs and distinctly correct. With the Eaton label they afford a low-priced excellence of quality. Daintily hemstitched.

2 for 25c

Eatonia Scarfs

Flutter with Airy Stylefulness

YOU'D recognize the quality in these scarfs as outstanding even if the Eaton label were not attached.

Finest genuine or linen 'batiste' crepe de chine in long graceful rectangles. Daily rows of hemstitching or narrow rolled hems finish the ends.

The designs are clever stencillings in colors that contrast with the soft-hued backgrounds.

\$1.50

Eatonia Footwear

Leathers of Smart Distinction

SHOPPING for summer shoes? Say "Eatonia" to the clerk will mean that he presents to you a model that is new and perfect-fitting at a very moderate price.

Thin, strong, pump, oxford—in kid, calf or patent. This is the style and fabric range. And the fitting ranges from A to E.

\$5.00

Eatonia FROCKS

For Every Summer Hour

A WARDROBE of frocks to travel smartly or to spend a busy summer in the city may be compiled of "Eatonia" models. Every woman's hopes for smart stylefulness may always be fulfilled at the modest Eaton price.

The special 'regatta' of Frocks—fabrics and style sponsored by leading Eaton's authorities are depicted in these Frocks. Many are direct copies of exclusive imports.

Chiffon, lace and gleaming crepes in the season's correct shades. "Misses" sizes from 14 to 20 and women's sizes from 24 to 44.

\$19.75 and \$25.00



EATON Research Bureau Exhibit

During the Edmonton Exhibition, July 15th to 20th

Our Research Bureau and Testing Laboratories are constantly checking, testing and analyzing merchandise of all kinds, whether it is outer clothing, underclothing, linens, dress goods, draperies, shoes, hosiery, gloves, ribbons, handkerchiefs, hardware, paint, harness, rope, groceries, candies, drugs, jewelry, etc.

This is constantly done so that our customers will get the best values. Much scientific apparatus including high powered microscopes is used in this department.

Some of this equipment which can safely be transported and erected, is being brought to Edmonton and placed on exhibition in the Manufacturers' Building, in order that you may see just to what extent we go to protect our retail and mail order customers. Eaton goods must stand the test.

You are cordially invited to visit this unusual exhibit, sponsored by
THE T. EATON CO., LTD.

Do You Ask for the Store's Branded Merchandise?

Naturally, everybody shopping wants the best possible value for the price she—or he—pays. Value does not mean only good quality. Prevailing fashion and good style are equally important—in fact, in some things they are almost more important.

Well, then—how are you to know without the impossible task of comparing everything with everything else that you are getting the best value?

EATON Branded Lines Give the Answer

There are a number of these branded lines, each including merchandise of a certain standard.

Comparisons have already been made for you with other things of a similar standard. And the name of the brand on the merchandise is your guarantee of outstanding value in that class.

Our aim is to have every Eaton brand represent the best regular value in its class to be found anywhere.

A brief analysis of some of the branded lines is given here, as a guide in your shopping.

Mayfair

Whether the "Mayfair" label appears on a Paris frock or any other article of feminine apparel, it always indicates smart fashion, good style and high-grade of quality. "Mayfair" applies only to articles for women and girls.

Canterbury

The trade mark "Canterbury" on men's or boys' clothing is a guarantee of the highest standard. The merchandise satisfies the most exacting taste, and the value is unrivaled in its class.

Birkdale

The average well dressed man has a discerning eye for quality and style, and also for reasonably priced merchandise. "Birkdale" clothing and furnishings offer the good-looking togs he wants—at prices lower than he is accustomed to paying.

Eatonia

Eatonia represents a definite standard of reliable merchandise of good quality and exceptional value. It is priced for the average person and the average home. It fulfills the ideal of Timothy Eaton, founder of the Store—"the greatest good for the greatest number."

We are very proud of the values that "Eatonia" offers.

BRAEMORE and Renown

"Braemore" for women and girls, and "Renown" for men and boys, offer you the best value you can get in reliable, lower-priced merchandise. When the prices that these two lines quote are the limit you set in your expenditure, you can buy confident that you are getting the utmost for your money.

Eatonia Shirts for Boys

Correctly Cut and Exceptionally Well Made

PLENTY of room for active muscles in Eatonia shirts. All seams are strongly sewn, and they're tailored to Eaton specifications.

Cut from finer worst, hard-wearing broadcloth. Popular coat style, with single cuffs, attached collars.

Boys' summer pattern, including shorts. Sizes 12 to 14½.

\$1.35

Eatonia JUNIOR

4-PIECE SUITS

Vest and Two Pairs Longs—Sizes 30 to 36.

Smartly cut four-piece suits, tailored in good quality English Worsteds and Cheviots, featuring new colorings and patterns. Coats are double-breasted, vests single-breasted. Each suit has two pairs of long pants with cuffed bottoms.

\$15.00

Cash or Deferred Payments

Eaton prices are for cash, but the convenience of the deferred payment plan based on the low cash price is available on furniture and certain other home furnishings goods. All at equivalent extra charge through the Purchasing Finance Company, Ltd. On purchases that total \$25.00 or more. Deferred Payments.

PAY ONE-FIFTH (20% DOWN)

and the balance plus the Purchasing Finance Company's surcharge, is payable in Ten Equal Monthly Payments.

GOODS AVAILABLE ON DEFERRED PAYMENT PLAN

BATHROOM FITTINGS	ELECTRIC WASHING MACHINES	PICTURES
BEDS	FURNITURE	REFRIGERATORS
BICYCLES	KITCHENS	STOVES
CARPET SWEEPERS	LAWN MOWERS	TEA SETS
CLOAKS	LINCOLN	VACUUM
DINNER SETS	MATTRESSES	WARDROBES
ELECTRIC FIXTURES	MISCELLANEOUS	WASHING MACHINES
POLISHERS	STOVES	WINDMILLS

SPECIAL TERMS APPLY ON GOODS MARKED "X"

Certain other articles of General Home Furnishings, such as: Draperies, Linens, Bedding, Cutlery, etc. may also be purchased on the plan, if included with a substantial proportion of other goods in the above list.

Eatonia Neckties

In Snappy Patterns

A TIE with small pattern is very smart for the well-dressed man. And there's a wonderful choice in stripes, checks, brocades and fancy dots.

Well-made of good quality silks, rayons, silk and wool. Each **\$1.00**

Eatonia Shirts

In Plain Colors and Stripes

FRESH colorful shirts for a man's summer wardrobe—everyone well tailored and tastefully patterned.

The materials include cotton broadcloth, seersucker and wide, and narrow stripes on light and dark grounds. Also plain white, heavy, blue or tan. With two separate collars. In assorted sleeve lengths. Sizes 14 to 17 **\$2.50**

Men's Eatonia Shoes

Smartly Lasted Footwear

LASTED to sell at a popular price—these boots and oxfords are created from materials and with the care that ordinarily is only expected in expensive makes. Craftsmanship and fine leathers have resulted in smartness, long service, and an increasing demand for Eatonia's.

Both black and brown footwear lasted in calf and kid leathers. The shoes keep their shape with the season and will not lose the equal of these shoes at anything near the price.

All sizes—same price **\$5.00**

Eatonia SUITS

ARE known throughout Canada for outstanding quality and value. They offer men and young men a varied selection of the new models tailored from all-wool fancy worsteds and tweeds—also all wool navy botany serge materials.

Young fellows will like the well set-up, athletic cut of the new navy and double-breasted models. For open are sport-fishing or conservative models. Sizes 35 to 44.

\$25.00



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50th Anniversary Celebration